

About Lanarkshire Links

Reporting to Lanarkshire Links Trustees and Manager, the Social Media Officer will work closely with the organisation's Development Manager.

Lanarkshire Links are a member-led mental health participation and engagement organisation, putting those with lived experience of mental health, and their carers, at the heart of the development of services and support. We champion the benefit it can bring for people and communities.

We ensure that people with lived mental health experience are **involved** in the planning and delivery of mental health supports and services to **inform** and **influence** the design of support that meets the needs of people with mental health conditions. Peer support, both formal and informal, are key elements of recovery and tackling stigma and discrimination is also at the core of our work.

You will be joining a small team of six carrying out engagement and participation. In addition, the charity hosts a further two projects.

We employ four peer support workers, who work in the Acute In-Patient Mental Health wards at University Hospitals Hairmyres and Wishaw.

We employ the Stigma Free Lanarkshire Project team of four.

We work closely with the wider NHS, Health & Social Care Partnerships and Third Sector, supporting and encouraging local action towards recovery and reducing stigma and discrimination.

JOB PURPOSE

This is an exciting opportunity to develop different social media channels with an aim to maximise engagement, promote volunteering and raise awareness of Lanarkshire Links.

Creative and proactive, the Social Media Officer will help develop and execute social media strategies, create and publish content and interact on various platforms. They will also analyse data to measure the success of campaigns and make improvements.

PERSON SPECIFICATION

The Social Media Officer will be:

- Creative, enthusiastic and confident in storytelling and digital engagement
- An excellent communicator, with the ability to tailor messages for different platforms and audiences
- Proactive and process driven with the ability to improve and develop existing systems
- A team player with a growth mindset, always open to feedback, learning and new challenges
- Have a commitment to Lanarkshire Links values of empowerment, accountability, and inclusiveness

KEY RESPONSIBILITIES

- Establish, develop and maintain different social media channels, with an aim to maximise engagement, promote volunteering and raise awareness of Lanarkshire Links
- Researching and creating creative content for different social media channels
- Develop and execute a content calendar with key dates

- Keep our website and social media channels up to date and informative
- Ensure communications are consistently on brand, clear and concise
- Keeping up to date with Lanarkshire Links activities and promoting this across the different channels
- Thinking of innovative ways to drive online engagement
- Identifying target audiences and being up to date with current trends
- Creating opportunities to increase Lanarkshire Links membership and raising the profile of the organisation
- Feedback and evaluation from communications
- Six weekly progress reports and annual round up report
- All staff are required to attend quarterly members meetings and monthly staff team meetings.

KNOWLEDGE, SKILLS, AND EXPERIENCE.

- Educated to higher education level or have relevant work experience
- Experience in a communications role or appropriate qualification
- Experience in creating digital and social media content
- Experience of developing resources
- Ability to deal in a professional manner when communicating online
- Ability to think creatively when sharing content.
- Well-developed and effective interpersonal and communication skills
- Report writing skills
- Proficient in Office 365 and various social media platforms and digital tools (e.g. Canva, Mailchimp)
- Effective time management and organisation skills
- Ability to deal diplomatically and comfortably with diverse partners
- Ability to work collaboratively as part of a team and motivated to work as an individual
- Basic digital photography experience will be useful but not necessary
- A working knowledge of X, Instagram, Facebook, LinkedIn. and a willingness to engage with other platforms
- Understanding of the issues faced by people with the lived experience and their carers
- Knowledge and understanding of the impact of mental health discrimination
- Appreciation of the benefits of partnership working and coproduction
- An understanding of the rationale behind the project
- Understanding of the importance of project evaluation and methods utilised
- Demonstration of ability to initiate evaluation strategies of projects and development
- Lived experience of mental health, personally or as a carer desirable but not necessary

WHAT YOU WILL GET FROM THIS JOB

- This post is funded for 1 year from the date of commencement.
- The salary is £26,159 pro rata £11,162
- Annual Leave is 25 days plus 10 public holidays (FTE) pro rata including office shut down over Christmas and New year.

- This is an office-based job
- Flexible working hours between 8am – 4.30 where possible to support work life balance
- NEST pension Scheme.
- Free parking at the Dalziel Building.
- You will be joining a small, friendly and diverse dedicated team, passionate about involving, informing and influencing mental health services across Lanarkshire.
- Induction, training, and ongoing support.
- Valuable experience for those seeking a career in marketing, social media and PR.

The successful candidate will require to undergo a Disclosure Scotland PVG Scheme check and the offer of employment will be dependent of satisfactory references.

This job description is not exhaustive.

