



<b>DETAILS OF ROLE</b>		
<b>Role title</b>	<b>Social Media Manager</b>	
<b>Reports to</b>	<b>Head of Content &amp; Communications</b>	
<b>Direct reports</b>	<b>Freelancers, agencies, secondees as appropriate</b>	
<b>Directorate &amp; Team</b>	<b>Communications</b>	
<b>Contract type</b>	<b>FTC to 2027</b>	
<b>Salary</b>	<b>£40,560 per annum</b>	<b>Grade 5 / Zone 1</b>

### **Who we are and what we do**

The Disasters Emergency Committee (DEC) is a unique and dynamic membership organisation which comprises 15 of the UK's leading humanitarian agencies: ActionAid, Action Against Hunger, Age International, British Red Cross, CAFOD, CARE International, Christian Aid, Concern Worldwide (UK), Islamic Relief Worldwide, International Rescue Committee UK, Oxfam GB, Plan International UK, Save the Children, Tearfund and World Vision.

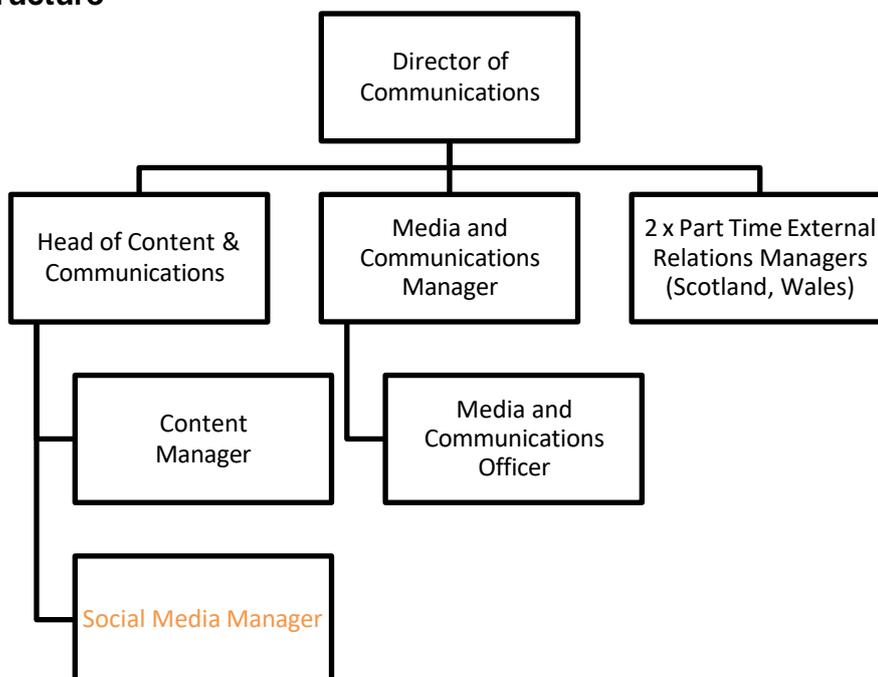
Since it was founded in 1963, the DEC has run 79 fundraising appeals and raised more than £2.5 billion to help save lives and protect livelihoods in disaster-affected communities around the world.

The DEC launches appeals when there is a humanitarian emergency of such magnitude to warrant a national UK response. DEC fundraising appeals benefit from unique corporate partnerships through our Rapid Response Network and the combined expertise of our member agencies, resulting in wide reaching appeals across high profile TV, radio, and an increasing number of digital channels.

Most DEC funds are raised over an intensive two-week period following a disaster. Appeal funds are specifically for overseas humanitarian work and are normally spent over a two or three-year response period. An important part of the DEC's remit is in learning, accountability and sharing information.

The DEC Secretariat is funded by contributions from its member agencies and is responsible for the day-to-day running of the DEC. There are currently 42 staff members and a small number of dedicated volunteers, working together to promote the strategic values of collaboration, accountability & transparency, learning, humanitarian and impartiality.

## Team Structure



### Purpose of the role

This role sits within the Communications Team alongside colleagues leading on digital, content and press/PR. The Social Media Manager reports to the Head of Content and Communications and works closely with the wider communications team including freelancers and agencies, the Digital and Innovation Manager, the Digital and Innovation Officer and the wider Fundraising Team and Programmes Team, as well as colleagues within DEC member charities.

The purpose of the role is to manage and maximise the DEC's organic social media presence to support fundraising and awareness objectives during an appeal as well as communicate our key messaging on impact and brand to target audiences throughout the year including during reporting-back campaigns. You will create and support the creation of powerful platform appropriate content for all DEC social media accounts, measuring against set aims and targets to constantly test and learn.

During the two-week launch of a DEC appeal "period of joint action" (PJA) you will manage a team of freelancers or secondees from DEC member charities to deliver incredibly fast-paced, accurate, social media content. You will actively manage a very busy social media inbox using a social media management platform (Sprout Social) for our main channels. Currently these are Facebook, X, Instagram, LinkedIn, Bluesky, YouTube, although our channels and channel strategies are under review.

While paid social activity is led by the Digital and Innovation Team, you'll bring a strong understanding of best practices and emerging trends across both paid and organic platforms. You'll keep a close eye on what content is performing well, collaborate on analysing results and help generate ideas and tests that drive engagement and donations. You'll support reporting and audience insights, helping us better understand who we're reaching and how they're responding. Working as part of a collaborative team, you'll contribute to ongoing innovation across social media, helping ensure our organic activity complements and elevates paid campaigns.

A core part of this role will involve working with our talent agency to support high profile social media engagement, including developing influencer engagement.

You will manage all community engagement and ensure all proactive and reactive social media content on DEC channels meets the highest ethical standards in line with the organisational brand, key messaging and tone of voice.

You will be expected to work very long hours during the two-week appeal launch period. This role also requires some out-of-hours social media monitoring in the evenings and weekends.

## **RESPONSIBILITIES**

### ***Social media strategy and management - 40%***

- Manage the DEC's presence on all its social media channels including posting content and community management
- Proactively help shape and lead on delivering objectives for each social media platform on organic, working alongside the paid digital team.
- Work with senior colleagues to protect the DEC social media reputation, help manage crisis situations and mitigate reputational risks.
- Supervise the work of the Media and Communications Officer, secondees, freelancers, agencies and others supporting on social media during busy periods, including developing content plans and signing off content.
- Manage all DEC social media accounts directly and through social media management tools (currently Sprout Social) managing all logins, access, messages and requests, using mobile phone access where needed.
- Monitor social media accounts for unusual activity out of hours including evenings and weekends.
- Work closely with DEC member charities and partners to coordinate and collaborate on social media content, aligning with key campaign moments and other opportunities
- Manage and develop relationships with Meta, YouTube, X, TikTok and other platforms as required, working closely with the Digital and Innovation Manager.
- Use data and analytics to constantly review, test and learn from post-performance, adapting content and strategies to maximise fundraising, awareness, reach, engagement and other objectives
- Produce and share analytic reports on social media metrics with colleagues in a visual and accessible way, using them to inform content and strategy. During a live appeal this will include providing daily social media updates to the wider organisation.

## ***Social media content production - 40%***

- Proactively create content including short videos and designed assets for social media channels with an informed knowledge of content tailored for each platform to meet set objectives.
- Innovate and deliver creative content ideas for DEC social media channels and content created with public figures, influencers or other key stakeholders for use on their own channels.
- Input to content briefs created by the Content Gathering Manager and support colleagues present on DEC trips to create impactful social media content.
- Work with the Digital and Innovation Team to support the creation and commissioning of content for ads, boosted posts and other paid opportunities.
- Create design templates for social media content during appeals, reporting back campaigns and other branded messaging.
- Work with creative agencies to ensure informative, culturally sensitive, and impactful content is produced in a timely manner, in line with DEC brand and ethical processes.
- Explore creative ideas for campaigns with the Head of Content and Communications and wider communications colleagues to reach target audiences effectively.
- If necessary, travel to the affected region to support social media and communications content production through local storytellers.
- Ensure internal and where needed external sign-off on social media content before scheduling, with strong attention to detail and accuracy.
- Manage and share social media content on appropriate channels including on the campaign hub and digital asset management system (Resource Space) ensuring timely access for all stakeholders.

## ***Collaboration - 20%***

- Work closely with communications colleagues to ensure social media plans align with and support the organisational strategy, the department's priorities, news agenda, key calendar moments and the 'whole appeal' campaign plans for all new and ongoing appeals.
- Stay up to date on the latest social media trends, platform developments and opportunities for organic and paid social media to reach our set objectives
- Work closely with the Digital and Innovation Manager to ensure organic social media supports the paid social media strategy.
- Develop close working relationships with social media leads at DEC member charities and coordinate a social media working group for campaigns.
- Proactively review and share where appropriate existing member charity content and maximise opportunities to input to member social media plans including Instagram collabs.
- Work closely with agencies including talent management to deliver a strategy for engagement with public figures and influencers.
- Ensure social content seamlessly connects with the wider digital experience, from first touchpoints through to deeper engagement and donation. You'll collaborate across teams to align messaging and support the creation of connected content journeys, guiding users from social media through to the website and beyond.

## Core Competencies Framework

The DEC's competency framework identifies key behaviours and that are needed to work at the DEC and for the role undertaken.

Competencies	Grade	Description
<b>1. Delivering Quality Results</b>	<b>B</b> Demonstrates excellent project management skills within team	<ul style="list-style-type: none"> <li>✓ Demonstrates systematic approach and excellent project management skills to agreed timescales (timelines, targets, donor requirements).</li> <li>✓ Makes sound decisions within remit of own role.</li> <li>✓ Sets realistic deadlines and goals for self and team.</li> </ul>
<b>2. Planning</b>	<b>B</b> Is aware of others' activities and vice versa in planning activities	<ul style="list-style-type: none"> <li>✓ Takes account of team members and others workload when planning.</li> <li>✓ Maintains awareness of impact on other parts of the organisation, keeping abreast of other's activities, objectives, commitments and needs</li> <li>✓ Has a good understanding of the sector in which the DEC operates.</li> </ul>
<b>3. Analytical and Innovative Thinking</b>	<b>C</b> Analyses the external environment confidently and creates options for future solutions	<ul style="list-style-type: none"> <li>✓ Identifies trends from complex or conflicting data, working confidently with data before making decisions:</li> <li>✓ Generates a range of policy options and appraises them based on the internal and external evidence.</li> <li>✓ Develops ways of applying new knowledge and ensures lesson-learning with self and wider team.</li> <li>✓ Analyses the significance of external events and situations for the DEC.</li> </ul>
<b>4. Communications</b>	<b>C</b> Communicates complex, technical, and/or sensitive/high risk information effectively.	<ul style="list-style-type: none"> <li>✓ Resolves intra-team and inter-team conflicts effectively. Communicates complex operational, technical and strategic issues credibly with widely varied audiences.</li> <li>✓ Influences internal and external audiences on specific issues.</li> <li>✓ Scans the internal / external environment for key information and messages to support communication strategies.</li> <li>✓ Understands other's underlying needs, concerns and motivations and communicates effectively in sensitive situations.</li> </ul>

Competencies	Grade	Description
<b>5. Team Working and Collaboration</b>	<b>C</b> Develops external networks to increase internal thinking/learning	<ul style="list-style-type: none"> <li>✓ Engages with appropriate internal and external stakeholders to influence future plans</li> <li>✓ Engages with relevant experts to gather and evaluate evidence.</li> <li>✓ Shares and implements good practice with internal and external peers.</li> <li>✓ Takes initiative to establish appropriate and relevant network or partnership where one does not exist.</li> </ul>
<b>6. Leading and Motivating</b>	<b>B</b> Manages own development and seeks opportunities	<ul style="list-style-type: none"> <li>✓ Seeks and explores opportunities within the DEC which develop skills and expertise.</li> <li>✓ Recognises the strengths and motivations of other team members.</li> <li>✓ Coaches and supports team members when they have difficulties (volunteers).</li> <li>✓ Makes time to learn from experience and feedback, and apply the lessons to new situations.</li> </ul>
<b>7. Resilience</b>	<b>B</b> Remains professional under external pressure	<ul style="list-style-type: none"> <li>✓ Able to adapt to changing situations effortlessly.</li> <li>✓ Remains constructive and positive under stress and able to tolerate difficult situations and environments.</li> <li>✓ Learns from own successes / mistakes.</li> <li>✓ Responds positively to change, embracing and using new practices or values to accomplish goals and solve problems and supports others to do the same.</li> </ul>

PERSON SPECIFICATION			
Criterion and descriptors		Essential	Desirable
<b>Knowledge / Experience</b>	1. Proven experience of managing organic social media, ideally in an NGO context, with demonstrable results in delivering strategy and achieving objectives.	E	
	2. Demonstrable experience of social media content creation including digital assets and videos.	E	
	3. Strong understanding of how to deliver against a content and engagement strategy that meets organisational strategic objectives including growing reach and engagement among target audiences.	E	
	4. Specialist knowledge of latest trends in social media , platform developments and opportunities	E	
	5. Track record in driving successful and strategic social media content, campaigns and community management.	E	
	6. Experience in advising colleagues including senior leaders on approaches to social media.	E	
	7. Experience of working on humanitarian disaster response social media.		
	8. Experience of working with Sprout Social.		D
	9. Experience of working with content producers and/or influencers.		D
	10. Experience of engaging public figures on social media		D
	11. Knowledge of safeguarding vulnerable people via social media.		D

<b>Skills</b>	1. Design skills to create static assets in line with DEC brand and templates.	E	
	2. Video recording and editing skills to create short form video content in line with the DEC brand to share on social channels.	E	
	3. Excellent storytelling skills with an understanding of what makes compelling content including editorial, videography, photography and audio content on each platform.	E	
	4. Strong writing and communication skills and an understanding of GDPR, safeguarding and ethical storytelling.	E	
	5. Excellent stakeholder management skills and a proven ability to inspire, influence, and collaborate effectively at all levels of an organisation.	E	
	6. Ability to prioritise, work fast and at short notice on multiple projects.	E	
	7. Creativity and strong attention to detail.	E	
	8. Excellent interpersonal, communication and relationship management skills with a service-delivery mindset.	E	
	9. Resilience in working long hours at short notice, and with content that may be of an upsetting nature.	E	
	10. Confident analysing digital metrics and turning data into clear, practical actions to optimise future performance.	E	
	11. Interest in humanitarian and development issues.		D
	12. Awareness of and passion for EDI framework, and experience in ethical and anti-racist storytelling.		D

<p><b>Secretariat culture and mind set</b></p>	<p>Ensure DEC’s values are integral and are upheld, throughout your DEC journey.</p> <p>Open to effective, personalised support for managing a healthy work-life balance.</p> <p>Acute self-awareness, maintaining behaviour and conduct of the highest standards of professionalism and respect as an ambassador for the DEC.</p> <p>Actively contributes to making the DEC a diverse and equitable workplace through inclusive practice and openness to different perspectives, cultures, and ideas.</p> <p>Embrace the working culture of a progressive learning and demanding humanitarian secretariat, seeking insight and using problems as opportunities to learn.</p>
--	---

This job description is a guide to the nature of the work required of the position at the DEC and does not form part of the contract of employment. It is neither wholly comprehensive nor restrictive and therefore does not preclude change or development that will inevitably be required as the DEC learns and evolves in response to global emergencies.