



Job description

Job Title:	Social Media and Email Marketing Officer
Responsible To:	Communications Manager
Responsible For:	Not Applicable

Purpose of the job

You will be working with the Communications team to create and deliver social media and email marketing activities for the charity ensuring the implementation of MS-UK's strategic aims for its brand, marketing, information and engagement.

Main responsibilities

Ensuring the smooth day-to-day running of the charity social media channels

Running regular social media ad campaigns and maintaining the social media budget

Bringing valuable content to the MS community to promote our services and fundraising events and increase donations

Creating, designing and sending email marketing to MS-UK audiences

Using data to drive activities you will be segmenting audience data and remarketing

Collaborate with the comms team and fundraising and service teams to curate and create engaging email marketing and social media content to support key projects and campaigns that are effective and on-brand

Ensuring all email and social media communications are aligned to our brand and support our key messages



Maintain and support MS-UK's email marketing, responding to internal requests and moderating content

Create an email marketing plan that will drive engagement, increase mailing lists, aligns with MS-UK's marketing strategy and will deliver KPIs

Create and deliver exciting email and social media campaigns, and monitor and report on their success in a timely manner to the Communications Manager

Leading on the technical maintenance of all email marketing platforms and working with suppliers where necessary

Keeping up to date with email marketing and social media trends and policy and implementing where needed

Maintain and support MS-UK's audience on various social media channels, responding to requests and moderating content

Create a social media strategy that will drive engagement, increase followers, aligns with MS-UK's marketing strategy and meets KPIs

Safeguarding the reputation of the MS-UK brand

Create social media assets and videos content across all channels

Create and deliver exciting digital campaigns ideas and monitor, and report on their success

Supporting the Communications Manager with all engagement activities

Working with our graphic designer to produce on brand marketing emails and social media assets

Regularly reviewing, adapting, and optimising our social media and email marketing content in response to audience engagement, research and analysis

Other



It is a requirement of the position to remain flexible within your role and to operate across other roles as business needs require for example, to provide cover when other members of the team are unavailable.

A willingness to be involved in the wider work undertaken by MS-UK is required.

You will be expected to attend fundraising and marketing events as and when required. This may involve occasional out of hours weekend or evening work.

You must comply with our internal policies and procedures e.g., Health and Safety Policy

This is not an exhaustive job description, and these duties may change from time to time to reflect changes in the organisation's circumstances. MS-UK therefore reserves the right to vary the job description in consultation with you.

Key skills and experience

An experienced marketing officer with email and social media experience, ideally within the charity sector

Experience of remarketing and automation

Strong working knowledge of Facebook, Twitter, LinkedIn, Instagram, and other social media channels

Experience of Facebook and Twitter pixel, and creating lookalike audiences.

Experience of using Adobe InDesign, PhotoShop, Premier Pro, Canva and MailChimp to create and design social media and email assets, as well as editing video content

Proven skills in paid social advertising, across Instagram, Facebook, Twitter, LinkedIn and more

Experience of social-first content development, across Instagram, Facebook and Twitter

Proven ability in using data measurement and insights to improve and optimise social performance



Social media management experience, with proven skills in running organisational social media feeds

Excellent communication skills, written and verbal

Excellent copy writing and proofreading skills with excellent attention to detail

Ability to create high quality images, photos and video for digital channels

Ability to develop and work to a plan with tight deadlines, understanding what needs to happen and who needs to be involved

Ability to understand and develop plans in response to emerging trends

Confident in data manipulation, research, analysis

Creative flair and passion for communications and marketing

Eye for good design

Knowledge of copyright and photography and video law

Proven organisational, time management and multitasking skills

A flexible team-player with a can-do attitude, who works well collaboratively

Eagerness to share and network with others