



Social Media Co-ordinator & Content Creator NAYC AND ACUK

Job Description & Personal Specification

Overview

- Centre:** **NAYC & Action Centres UK**, based at Head Office in Northampton
- Position:** Social Media Co-ordinator and Content Creator
- Reporting to:** Marketing Co-ordinator
- Hours:** 37.5 Hours per week, Monday – Friday, occasionally weekends
- Role Type:** Permanent, Full Time (part-time maybe considered)
- Overall Purpose:** To support the marketing team with online, digital marketing, communications and fundraising campaigns. To develop original content and suggest creative ways to grow customer engagement and fundraising on our social media platforms in line with our marketing strategies.

Job Description

DUTIES AND RESPONSIBILITIES:

- Collaborating with Marketing Co-ordinator and Heads of Centres, as well as NAYC, to provide attractive and informative social media campaigns.
- Collaborating with the CEO's PA to support and co-ordinate fundraising with attractive campaigns.
- Develop engaging posts, text, image and video content to sustain readers curiosity.
- Assist and help the Marketing Co-ordinator, as requested, with newsletters, design work and engaging marketing material, as well as promotional material (video and picture content).
- Assist to keep our websites up to date with up to date content, like blogs, special offers etc.
- Engage with group leaders and build up relationships and collaborations for social media.
- Keep up to date with changes in all social media platforms ensuring maximum effectiveness.
- Work with colleagues to ensure social media is used in a cohesive and beneficial way.
- Monitoring all social media channels. Facilitate online conversations with customers and respond to queries, coordinate with the centres if necessary.
- Develop an optimal posting schedule, considering web traffic and customer engagement metrics.
- Research customer preferences and identify current trends.
- Tracking performance of all campaigns and optimising campaign content.
- Report on online reviews and feedback from customers.
- To undertake appropriate training and personal development as required for the role.
- To undertake such other duties as may be reasonably required, consistent with the nature and grade of the post.



- To research and understand ACUK products, competition, marketing goals and objectives.
- To support and closely work with the centres, visiting them regularly, ensuring that online communications are relevant, accurate, accessible and current.
- To freely share knowledge, insight, best practice and ideas.
- To identify, evaluate and share resources, tactics and techniques.
- To strive for excellence across all your work.

Personal Specification

Essential	Desirable
Use of multiple social media platforms	Understanding of the Christian Residential, Conference and Activity Centre marketplace
Ability to deliver creative and innovative content (text, image and video)	Digital marketing/communications or related professional qualification
Familiarity with fundraising, online marketing strategies and marketing channels.	Experience of producing creative audio-visual content/material
Ability to grasp future trends in digital technologies and act proactively	Experience of working across digital channels including search, social media, digital marketing, website and mobile
Ability to coordinate and/or deliver projects within a given timeframe	Experience of using data systems & analytical programs such as Google analytics
Ability to present information clearly and concisely in writing or verbally, with excellent written and spoken English	
Ability to work using own initiative	
Self-motivated and able to work to deadlines and achieve them.	
Customer focused approach	
Excellent attention to detail	
Holds a clean driving licence with own transport	

This Job Description and Person Specification is correct as of March 2024 and may be subject to review at any time.