**JOB DESCRIPTION**

<table>
<thead>
<tr>
<th>JOB TITLE:</th>
<th>Social Media Officer</th>
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</thead>
<tbody>
<tr>
<td>STATUS:</td>
<td>Full time</td>
</tr>
<tr>
<td>HOURS:</td>
<td>9.00am – 5.30pm (JDRF operates a flexible working hours policy)</td>
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<tr>
<td>SALARY:</td>
<td>£27,425 - £32,225 per annum inclusive</td>
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<td>HOLIDAY:</td>
<td>25 days plus statutory</td>
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<tr>
<td>LOCATION:</td>
<td>Islington, London</td>
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<tr>
<td>REPORTS TO:</td>
<td>Head of External Affairs</td>
</tr>
<tr>
<td>DIRECT REPORTS:</td>
<td>N/A</td>
</tr>
<tr>
<td>KEY INTERNAL RELATIONSHIPS:</td>
<td>External Affairs Team, Marketing Team, all Community Engagement and Fundraising colleagues</td>
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<tr>
<td>KEY EXTERNAL RELATIONSHIPS:</td>
<td>Teenagers, adults and families affected by type 1 diabetes. Celebrities affected by type 1 diabetes. Type 1 diabetes researchers and research funders. Social media influencers affected by type 1 diabetes. Social media practitioners in other charities, corporations and government agencies</td>
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October 2018
JDRF is the type 1 diabetes charity in the UK. We are committed to eradicating type 1 diabetes and its effects for everyone in the UK with type 1. We:

- fund world-class research approved and administered by our international research programme to cure, treat and prevent type 1 diabetes
- make sure research moves forward and treatments are delivered as fast as possible
- give support and a voice to people with type 1 and their families

The role of social media and digital officer is vital to us in achieving our mission. Type 1 diabetes research has developed some of the most advanced technological treatments, but in the UK health inequalities are rising as a result of a lack of access to tech.

JDRF has a vibrant online community, from people who are newly diagnosed with type 1 diabetes wanting more information to digital innovators with type 1 who are creating new open source technology treatments.

We want to recruit a committed and experienced social media officer to help develop and drive our digital transformation. We are an ambitious and changing organisation. Be part of the change and use your skills to help JDRF find the cure for type 1 diabetes. We’d love to hear from you.

**PURPOSE OF THE ROLE**

To raise the profile of the JDRF brand via social media, expanding the organisation’s digital footprint and digital engagement.

To empower JDRF staff to embrace opportunities offered by the development of a new digital strategy

**KEY TASKS**

Supporting the creation of a new social and digital strategy that drives the charity’s wider content strategy

Expanding JDRF’s digital presence on new social and digital platforms
Creating unique and vibrant social media campaigns that support the charity’s wider communications and fundraising objectives

Producing and sourcing audience-specific, engaging and shareable daily content for social media channels, through film making and the range of other communication tools.

Supporting and the production and monitoring of paid-for social media posts

October 2018
Actively seeking out new and innovative approaches to digital communications

Protecting and enhancing the JDRF brand

Measuring the organisation’s social media impact

Maximising traffic to the JDRF website via social media, boosting sign-ups to JDRF events and involvement in JDRF fundraising campaigns

Supporting JDRF to efficiently answer customer service queries through social media

October 2018
## PERSON SPECIFICATION

<table>
<thead>
<tr>
<th>Criteria</th>
<th>Essential</th>
<th>Desirable</th>
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<tbody>
<tr>
<td><strong>Experience:</strong></td>
<td>• Successful experience of growing online social communities and growing rates of social media engagement&lt;br&gt;• Experience of working in an integrated communications environment</td>
<td>• Experience of supporting fundraising activities&lt;br&gt;• Experience of delivering paid for social media campaigns&lt;br&gt;• Experience of contributing to large scale, high profile communications projects&lt;br&gt;• Experience of contributing to organisational change through the embracing of social, digital tools and technologies</td>
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<tr>
<td><strong>Skills:</strong></td>
<td>• Superb writing skills, allowing social messages to have real flair&lt;br&gt;• Excellent verbal communication skills&lt;br&gt;• Highly digitally-literate, skilled in using a range of social media platforms, and monitoring/analysis tools,&lt;br&gt;• Able to produce effective, engaging film via smartphone&lt;br&gt;• Good planning and organisational skills, with the ability to prioritise work&lt;br&gt;• Creatively skilled in producing content to deliver on objectives An understanding of and experience in organisational branding&lt;br&gt;• Time-management skills and</td>
<td>• Skill with Photoshop and other digital design tools&lt;br&gt;• Experience of communicating potentially complex subjects in clear, engaging ways&lt;br&gt;• Understanding of and interest in the charity sector</td>
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ability to work to deadlines

Personality:
- Passionate about the opportunities that social media provides
- Diligence in timely and efficient delivery of objectives
- Committed to learning and professional development
- Ability to persuade colleagues to become digital ambassadors

Other:
- A willingness to undertake potential occasional travel both within the UK and internationally

**EQUAL OPPORTUNITIES**

JDRF is an equal opportunity employer and does not discriminate against employees for job applications on the basis of race, sexual orientation, religion, colour, sex, age, national origin, disability or any other status or condition protected by applicable law. This policy extends to but is not limited to recruitment, selection, remuneration, benefits, promotion, training, transfer and termination.

JDRF is a registered charity No. 295716 (England and Wales) and SC040123 (Scotland)
Raising funds for research to find a cure for type 1 diabetes. www.jdrf.org.uk

October 2018