



Social Media Manager

JOB DESCRIPTION

Job title:	Social Media Manager
Based:	The LookOut in Hyde Park, London, W2 2UH with travel to all parks.
Salary:	Up to £35,000 per annum, depending on experience.
Terms:	Permanent contract on a full-time basis (36 hours per week). 26 days annual leave pro rata plus public holidays. A pension scheme is available.

Reporting to:	Digital Marketing & Communications Manager.
Responsible for:	Day to day running of all The Royal Parks' (TRP) social media channels and social content (a 24/7 operation) which comprises 13 channels (Corporate TRP Facebook page, individual park Facebook pages, Twitter, Instagram, YouTube and LinkedIn).
Internal relationships:	The successful candidate will be a key member of the marketing and communications team, working closely with the Digital Marketing and Communications Manager and Website Administrator. You will also work with teams across the Communications directorate and the wider charity including the eight park offices, and you will work closely with the Director of Communications and other Directors, depending on messaging, campaigns and issues.
External relationships:	Agencies for social listening, content creation and other agencies as required. The charity also has a wide range of partners and potential partners, including the Royal Parks Half Marathon; catering outlets across the parks; major events Winter Wonderland, BST Hyde Park, BBC Radio 2 Live and BBC Proms; trusts and funds such as the Heritage Lottery Fund; the Serpentine Gallery and other museums in South Kensington; other charities and numerous community groups around the parks. All represent opportunities for social media collaboration.

BACKGROUND

The Royal Parks is a charity created in March 2017. We manage over 5,000 acres of diverse parkland, rare habitats and historic buildings and monuments in eight Royal Parks across London. These are: Hyde Park, Kensington Gardens, The Green Park, St James's Park, The Regent's Park and Primrose Hill, Greenwich Park, Richmond Park and Bushy Park. We also manage other important public spaces including Brompton Cemetery and Victoria Tower Gardens. Our eight Royal Parks and other public spaces are among the most visited attractions in the UK with 77 million visits every year.

JOB PURPOSE

The Social Media Manager is a key member of the communications team, responsible for providing insight and expertise to the charity on messaging, social media marketing, campaigning, content creation and sharing, community management, issues management and all things social media. The role is essential in making sure we are involved in the right conversations around the areas of nature, urban wildlife, heritage and wellbeing. As a customer-facing role it is key in shaping how our charity is publicly perceived and also plays an important part in helping our parks run smoothly by connecting the park teams to their visitors online.

As we increase our online content and campaigning, this role plays a key part in developing that content (written, film, photography, gifs etc) as well as optimising it through organic SEO, paid marketing (paid search, display etc), social media marketing (campaigns, audience analysis and targeting, community engagement, brand awareness), and cross-platform marketing (emails, web).

MAIN DUTIES/RESPONSIBILITIES

Community management

- Curate and shape conversations around our key areas of nature, wellbeing and history and heritage.
- Build relationships with influencers and supporters to amplify our messages.
- Manage our LinkedIn account to better showcase our work to potential partners and funders.
- Audience targeting and re-targeting in terms of messaging.
- Develop retention and engagement strategies for all social media channels as well as specific growth strategies for TRP on Twitter, Instagram and YouTube.

Content delivery

- Maintain the content calendar to schedule content sharing strategically across all channels.
- Create rich media content to support our messages and increase engagement across all formats.
- Work closely with staff and collaborate with partners to build and maintain a content network for sharing and supporting work.

Digital marketing

- Use paid social media advertising to amplify campaign messages and calls to action.
- Work with colleagues to use paid social media advertising to recruit for a range of projects, such as challenge events participants, event attendees and volunteers.
- Develop organic and paid search plans.
- Work with relevant agencies to deliver campaigns and marketing as required.

Customer engagement

- Respond promptly with accurate information to customer queries around things like park opening times, road closures and wildlife, plus any park issues.
- Build productive relationships with colleagues across park offices to enable efficient sharing of information related to customer queries.

Reputation management

- Daily monitoring of social media and reporting of any crises or potential issues working closely with our press team.
- Managing responses to crises and issues when required.
- Managing and supporting other team members on the social media rota.
- Ensuring TRP media comms are SEO keyword-optimised and tagged, and issued to online news sites and bloggers, and where relevant picked up by news aggregators and amplified through our channels.

Reporting

- Responsible for the measurement, analysis and reporting of social media channel performance, including sharing and presenting results and insights across the organisation, including campaign performance, key trends and competitor benchmarking. Working closely with the Database Manager to produce monthly reports and dashboards.

Other duties as required

- The post will form part of the on-call duty rota and will be required to support evening and weekend on-call responsibilities.
- The post will support the training and development of staff in social media tools and techniques.

PERSON SPECIFICATION

Selection Criteria	Essential / Desirable
Qualifications	
<ul style="list-style-type: none"> Graduate, ideally in a marketing or communications discipline 	D
Experience	
<ul style="list-style-type: none"> Demonstrable track record of success in managing a social media strategy, dealing with a wide range of social influence disciplines including community management, content strategy and the developing or commissioning of social assets. 	E
<ul style="list-style-type: none"> Extensive social media planning and marketing experience, including as part of a multi-channel campaign. 	E
<ul style="list-style-type: none"> Creating and curating rich media content for different social media platforms, using Adobe creative suite or similar. 	E
<ul style="list-style-type: none"> Ability to manage agencies and support staff on the social media rota as required. 	E
<ul style="list-style-type: none"> Experience using social media scheduling tools. 	E
<ul style="list-style-type: none"> Experience working or volunteering in charities and or social enterprises from the heritage, wildlife, conservation, education and/or wellbeing sectors. 	D
<ul style="list-style-type: none"> Understanding of the news agenda and how to work alongside a media and PR team with a co-ordinated response; some experience of dealing with journalists online. 	D
Skills, Knowledge and Ability	
<ul style="list-style-type: none"> Well developed interpersonal skills and the ability to communicate and deal with people at all levels in a range of disciplines, and to successfully achieve objectives through these contacts, involving problem solving, decision making, negotiation, motivation, influencing, tact, diplomacy, persuasion and consultancy skills. 	E

<ul style="list-style-type: none"> • Good understanding of communications and marketing functions. 	E
<ul style="list-style-type: none"> • Ability to plan, monitor and implement tasks to agreed deadlines, in an environment of conflicting and changing priorities. Ability to organise and plan work the work of others in order to meet agreed objectives. 	E
<ul style="list-style-type: none"> • Excellent copywriting skills for social media, with the ability to tailor copy to different audiences and platforms. 	E
<ul style="list-style-type: none"> • Proven ability to deploy latest technology to enable in-depth social listening, measurement and analysis, e.g. Brandwatch, Hootsuite, Google Analytics and tools for tagging and tracking. 	E
<ul style="list-style-type: none"> • Digital native with strong IT skills and knowledge of Microsoft Office. 	E
<ul style="list-style-type: none"> • Strong planning and prioritising skills with the ability to multitask and manage several outputs simultaneously, with a keen eye for detail. 	E
<ul style="list-style-type: none"> • Ability to work across teams and maintain positive relationships, and a commitment to delivering exceptional customer service. 	E
<ul style="list-style-type: none"> • Ability to remain calm and think clearly while working under pressure. 	E
<ul style="list-style-type: none"> • Experience of dealing with issues on social and developing responses, supporting staff and managing crises. 	E
Other	
<ul style="list-style-type: none"> • Commitment to The Royal Parks' values of being accountable, excellent, inclusive, open and respectful. 	E