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| **Job title** | Social Media and Content Lead |
| **Sector/Function** | Central Services |
| **Department** | External Affairs and Marketing |
| **Reports to** | Head of Marketing |
| **Grade** | 3 |

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| **Job purpose** | The Social Media and Content Lead is responsible for developing and executing a comprehensive social media and website content strategy that enhances brand visibility and engagement across various digital platforms. This role involves creating, curating, and managing high-quality content that aligns with the company's objectives and resonates with the target audience. |

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| **Key accountabilities** | **Content Creation & Channel Management*** Produce, plan and publish engaging, original content across our national channels, including Facebook, Instagram, X (Twitter), Bluesky, LinkedIn, and TikTok.
* Develop and deliver a content calendar in collaboration with the National Marketing Manager and Head of Marketing
* Capture and edit short-form video for use across social platforms (especially Reels and TikTok)
* Design branded content using tools like Canva and Capcut for social, email, and web
* Stay on top of trends, formats and platform updates to inform content decisions

**Web Content & SEO*** Write clear, engaging, SEO-optimised blog content for our website
* Create campaign landing pages that drives social traffic and search visibility
* Ensure all digital content aligns with our tone of voice, brand guidelines, and accessibility standards

**Collaboration & Influence*** Work with business units covering substance use, mental health, learning disability, and public health to source and develop stories
* Collaborate with our External Relations, Internal Comms and Involvement teams to deliver aligned messaging across channels
* Support and advise regional marketing colleagues on best practice for local social media activity
* Develop a central, reusable repository of high-performing or evergreen content.

 This is an execution-focused role (80%) with space for creative input and collaboration on broader content strategy (20%). |

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| **Dimensions** | Internal stakeholders | * Marketing Team
* External Relations Team
* Managers and Leaders within the Substance Use, Mental Health and Learning Disability Business Units
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| External stakeholders | * Customers/potential customers
* External Agencies
* Commissioners
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| **Values Led Leadership** | * Autonomous, results driven and always looking for ways to improve against objectives
* Customer orientated and bring new insights and ideas into the team
* Highly collaborative and can challenge constructively
* Accountable for all decisions and actions
* Think strategically and can explain plans simply and clearly to audiences of all levels
* Organised and methodical with great attention to detail
* Positive, agile and resourceful and take a hands-on approach – Makes the most of what they have
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