

Job Description

Social Media Manager

JOB TITLE: Social Media Manager
REPORTS TO: Head of Digital
HOURS: 37.5 Hours
PAY: £21,000 - £23,000



JOB PURPOSE

Based in the heart of Cornwall at our headquarters in Truro, The CHAOS Group is the home of CHAOS Digital, the team behind community media platforms CHAOS TV and CHAOS Radio.

We're searching for a world class Social Media Manager to take our social presence to the next level. Reporting to the Head of Digital, it will be your job to create standout and engaging content for our online platforms and on our website, to keep people talking about the brand. We want to recruit a creative, journalistically-driven social media manager to produce lively, impactful social media content, with a particular focus on supporting our community broadcasting channels, CHAOS TV and CHAOS Radio.

Along the way you'll be busy developing a loyal and dedicated following across our social media channels with a unique and quirky style, whilst growing engagement and reach, preshow, during and post broadcast. You'll live and breathe social media and have a good understanding of and passion for great media. It will be your responsibility to link between the station and its audience and help maintain a circular relationship between us all.

As our dedicated online storyteller, you'll need to create quick turnaround content: such as interviews and segments with the show's guests, quickly packaged 'best bits' that are uploaded soon after the show, or getting stand-out clips released to social media and on our website, to keep people talking about the show. Along the way you'll be busy develop a loyal and dedicated following across our social media channels with a unique and quirky style, whilst growing engagement and reach, preshow, during and post broadcast.

This role sits within our ever-growing Digital Team which is overseen by The Head of Digital.

MAIN RESPONSIBILITIES.

- ✓ Create social media posts that showcase the best of our output and connect with the right audience through accurate and engaging copy, photos and video.
- ✓ Work closely with the wider digital team, sharing our website content to a strategic schedule as well as sourcing and editing the best 'scroll-stopping' images for their articles.
- ✓ Collaborate with producers and presenters on social-specific ideas and see them through from conception to deliver.
- ✓ Communicate directly with listeners to answer their queries, provide consumer support or help turn their engagement into content
- ✓ Works under the direction of the Head of Digital to ensure digital content is quickly and easily accessible online and across social media.
- ✓ Responsible for producing a variety of mixed media content for online use such as local news stories, conversation pieces, video, audio and programming from across CHAOS Radio, CHAOS TV and the wider CHAOS Group.
- ✓ Responsible for daily updates on Wordpress based brand websites to ensure content is regularly updated, correct, factual and easily accessible.
- ✓ Responsible for the successful management of content and engagement across select social media channels including Facebook, Twitter and Instagram.
- ✓ Assist in a number of admin and communication duties involved with production including social media and digital engagement platforms, as required to support the Digital team.
- ✓ Promote and ensure the excellent reputation of The CHAOS Group both in-person and online.
- ✓ Keep both company and client information confidential at all times.

SKILLS, KNOWLEDGE & QUALIFICATIONS

ESSENTIAL:

- BTEC (or higher) in Journalism, Creative Media Production, Social Media or similar.
- A passion for developing and producing exciting and dynamic online content as part of a team of creative broadcast and media professionals.
- Previous paid or voluntary experience creating and producing online content.
- Previous experience managing professional social media accounts.
- The creative ability to bring content to life online in an engaging and positive manor.
- Excellent knowledge of popular IT systems such as Adobe Creative Cloud, Office 365 and social media scheduling software.
- People focused with the ability to deliver work in a community minded, coproduced and inclusive approach.
- Excellent organisational skills, time management and communication skills with the ability to think critically and creatively.
- A strong work ethic and commitment in order to meet the standards required.

DESIRABLE:

- Excellent knowledge The CHAOS Group, our work, mission and vision.
- A strong passion for radio and film with a detailed and dynamic creative eye
- Experience working with vulnerable and isolated community groups.
- Knowledge and first-hand experience working alongside likeminded community organisations, third sector businesses and the local authority.
- Experience working within a live broadcast environment.

TRAINING AND DEVELOPMENT

- You must participate in and complete the formal induction programme
- You will be required to attend mandatory training days, both on and off site.
- You will be required to participate in training and development programmes as highlighted through staff supervision and appraisal.

HEALTH AND SAFETY

- You must always promote safe working practices, both in-house and on location.
- You will adhere to The CHAOS Group and Stayathome Cornwall's policies and procedures in relation to health and safety, infection control, data protection and moving and handling.

For more information and clarification on the details included in this role,
please contact the Head of Digital.