

Everything you need to know about being our Social Media Officer

In this role, you'll support the Social Media Team with the day-to-day management and execution of Parkinson's UK's social media channels. You'll build communities and moderate spaces to provide an engaging experience for people affected by the condition, growing our reach and support in these audiences.

You'll champion social media best practice with colleagues, identify opportunities for increasing participation and create engaging content based on audience need, insight and experience.

What you'll do

- Support the Social Media team with day-to-day management of our social platforms, to grow and maintain a supportive and engaging environment for our community
- Drive engagement across platforms through effective community management, responding to comments, messages and mentions within our guidelines and tone of voice
- Lead on engagement strategies for our online forum, aiding growth and community participation
- Develop and deliver effective campaigns, advising colleagues on the most effective ways to communicate with audiences and the best social media channels to deliver on their objectives
- Create accurate, inspiring and engaging content that is optimised for each channel and meets brand and accessibility guidelines.
- Identify opportunities for capturing and sharing stories and experiences relevant to our audiences, turning them into compelling content
- Monitor, improve (through testing and optimisation) and report on the performance and effectiveness of social media content and campaigns

What you'll bring

- Experience of, and passion for, developing and monitoring social media channels and communities **(A,I)**
- Experience of planning, delivering, evaluating and optimising social media campaigns **(A,I)**
- Excellent copywriting and proofreading skills, with a sharp eye for detail whilst working to brand guidelines **(T)**
- Experience of coordinating and supporting multiple cross-channel projects, working with several different stakeholders **(A)**
- Experience of co-creating content with users and supporting user generated content **(A)**
- Understanding of community management best practices and how to respond across social media channels **(T)**
- Highly organised with the ability to prioritise own workload **(I)**
- Experience using software and reporting tools to schedule, monitor and report on campaigns, usage and behaviour **(A, I)**
- A collaborative and proactive attitude, with strong communication skills and the ability to spot opportunities and take initiative **(I)**

(A) assessed at the application stage (I) assessed at interview stage (T) assessed by a test/presentation

A bit more about the role

You'll report to the **Social Media Engagement Lead**

Your contract will be **permanent**

You'll work **35 hours a week**.

This role is **hybrid** and your in person working depends on your team agreement, requirements of the role and led by activity based principles. The in person/office attendance expectation for this role will be a minimum on average **2 days per month** with flexibility.

You'll be paid **£34,018.47 per year** (Travel expenses to the UK office are not covered by the charity)

Your main relationships will be with:

- **Communications teams (Media and PR, Celebrity and Internal Communications)**
- **People with Parkinson's and their families**
- **Our moderation agency**
- **Regional communications teams in England, Scotland, Northern Ireland and Wales**
- **Fundraising teams**
- **Content and Creative teams**
- **Brand and Marketing**

Be part of the **External Relations** directorate

The Parkinson's community has a strong voice, and we're here to make sure more people hear it.

We're driving excellent health and care for everyone affected by Parkinson's. Giving more people access to life-changing support and breakthrough research. Using bold and creative communications to challenge stereotypes, keep Parkinson's in the public eye, and inspire people to fund groundbreaking new treatments and improve life with Parkinson's.

We collaborate with health and care professionals, decision-makers, journalists, and people with Parkinson's, friends, families and carers. We're constantly learning and improving so that we can deliver the biggest impact for our community.

What we offer

We recognise that our greatest asset is our people! And our benefits reflect our commitment to nurturing a thriving and fulfilled workforce.

Our benefit package is designed with your well-being in mind. From reward, health and wellness initiatives, learning and development opportunities and a range of perks tailored to enhance your work-life balance.

To find out more about what we offer, follow this link

Our benefits, and what we offer can be found on our website:

<https://www.parkinsons.org.uk/about-us/benefits-working-us>

What we do and how we do it

Our vision • our ultimate aim

Together we will find the cure, and improve life for everybody affected by Parkinson's.

Our social mission • what we deliver

We're a people-powered movement. On the verge of major breakthroughs in Parkinson's. By uniting we will find a cure. Together, we will help people get the best care and will ensure everyone sees the real impact of Parkinson's.

Our values • the way we work

- **People-first:** We're a strong movement for change, informed, shaped and powered by people affected by Parkinson's. We value and support each other.
- **Uniting:** We're people with Parkinson's, scientists and supporters, fundraisers and families, carers and clinicians. We're working, side by side, to improve the lives of everyone affected by Parkinson's
- **Pioneering:** We innovate across everything we do. Creative, courageous and with pioneering spirit, we strive to continually improve.
- **Driven:** We live and breathe our purpose. We set clear goals and strive to deliver the greatest impact for people affected by Parkinson's.