

Job Description

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| Job Title: | Social Media Executive |
| Location: | Rowcroft Hospice |
| Reporting to: | Digital Marketing Manager |
| Job purpose: | Our Vision is to make every day the best day possible for patients, and those closest to them, living with life-limiting illnesses in South Devon. As Social Media Lead, you will deliver this by leading the planning, creation, and delivery of high-quality, engaging content across Rowcroft's core social media channels. |

Our Values:

Honesty & Integrity Generosity of Spirit Respect Team Player

Key Roles and Responsibilities

1. Social Media Management:

- Lead on all social media activity across Rowcroft's core brand and associated owned channels.
- Plan and maintain a robust social media content calendar aligned to key organisational priorities.
- Create compelling written, visual and video content tailored to each platform (Facebook, Instagram, LinkedIn and YouTube).
- Produce short-form video and Reels that reflect our tone and resonate with diverse audiences.
- Provide timely, compassionate customer care across platforms, managing DMs, comments, and interactions.
- Monitor social trends and performance metrics, adapting strategy where needed.
- Report on campaign performance and provide insights and recommendations for future activity.

2. Paid Social Advertising:

- Plan, deliver and optimise paid social campaigns with clear objectives (e.g. awareness, engagement, conversions).
- Manage budget allocation and tracking across platforms such as Meta Business Suite.
- Analyse and share campaign results with key stakeholders.
- Monitor paid social trends, keeping up to date with potential opportunities and significant updates to the Meta ad platform.

3. Digital Content and Campaign Support:



- Collaborate with internal teams to gather stories and assets for digital campaigns.
- Ensure all content reflects Rowcroft's voice, values and brand guidelines.
- Support the wider marketing team with integrated campaign delivery.

4. Additional Digital Marketing Support:

- Assist with website content updates via our CMS platforms (e.g. WordPress and Shopify).
 - Provide support with email marketing activity (Mailchimp, Klaviyo), including copywriting, scheduling, and testing.
 - Ensure a consistent user journey and brand experience across all digital touchpoints.
5. Take reasonable care for your own safety and the safety of others. Adhere to all Health & Safety requirements, including Covid-19 secure processes and procedures.
 6. Promote a culture of continuous learning and development and wellbeing, help to create an environment that is continually critically questioning practice and promoting learning.
 7. Play an active part in team meetings and ensure your mandatory and other relevant training is kept up-to-date.

This list can never be exhaustive but covers most of the work you'll be doing - always with talent, initiative and a commitment to great customer service.

Infection Prevention

All Rowcroft Hospice employees in both clinical and non-clinical roles are required to adhere to the Infection Prevention and Control Policies and make every effort to maintain high standards of infection control at all times to reduce the burden of Healthcare Associated Infections including MRSA.

You agree to the following responsibilities:

- To decontaminate your hands prior to and after direct patient care or contact with the patient's surroundings;
- To take part in mandatory infection control training provided;
- To responsibly manage your own infections (other than common colds and illness) that may be transmittable to patients, including to contact Occupational Health for guidance.

Place of Work

This role has been identified as an on-site worker (works at a Rowcroft site for the majority of their working time).

This will be fully discussed and agreed with the postholder to meet individual and business needs.



PERSON SPECIFICATION: Social Media Executive

| Attributes | Essential | Desirable |
|------------------------------------|--|--|
| Qualifications and Training | <ul style="list-style-type: none"> Higher Education or equivalent | <ul style="list-style-type: none"> Formal communications or marketing qualification. |
| Knowledge and Skills | <ul style="list-style-type: none"> Knowledgeable about social media and has a natural curiosity for emerging trends, tools and best practices. Strong written and visual storytelling skills, including creating engaging short-form videos and reels. Knowledge of Canva, Adobe Creative Suite or similar tool. Ability to work both independently and collaboratively across teams. Strong organisational skills and the ability to manage multiple priorities and deadlines. | <ul style="list-style-type: none"> Competency in CMS platforms such as WordPress or Shopify. |
| Experience | <ul style="list-style-type: none"> Proven practical experience in a social media focussed role Demonstrable experience running and optimising paid social campaigns. Proven experience managing organisational social media accounts, particularly Facebook, Instagram, LinkedIn and YouTube. Confident in using analytics and reporting tools to evaluate performance and inform improvements. | <ul style="list-style-type: none"> Experience within the charity, not-for-profit or social enterprise sector. Working understanding of SEO and Google Analytics. Familiarity with email marketing platforms (Mailchimp, Klaviyo). |
| Personal Requirements | <ul style="list-style-type: none"> Leadership through creative problem solving, a positive can-do attitude and a willingness and desire to ensure all who come into contact with Rowcroft have the best possible experience. Proven ability to be part of a committed and hardworking team in line with the ethics and values of Rowcroft Hospice, acting in the best interests of Rowcroft at all times. Willingness to work out of hours at Rowcroft events. | <ul style="list-style-type: none"> Willing and able to volunteer for at least one Rowcroft event each year. |

