



**Job Title**                      **Social Media Executive**

**Directorate**                    **Mass Market**

**Reports to**                    **Social Media Channel Manager**

**Level**                            **6**

**ROLE PURPOSE**

- Social media plan development, execution (copy/content creation) and evaluation for Sport England and This Girl Can social channels and campaigns
- Nurture and manage the This Girl Can and Sport England social communities
- Ultimately aiming to drive sustainable attitude and behaviour change towards sport and physical activity, as well as enhancing the reputation of Sport England

**DIMENSIONS**

**Location:** Sport England, 21 Bloomsbury Street, London, WC1B 3HF

**Key Contacts:**

- External Communication Agencies
- Internal Colleagues
- Delivery partners/customers

KEY DUTIES AND RESPONSIBILITIES	% Time
<p><b>Key Deliverables:</b></p> <p>With support from the Social Media Channel Manager:</p> <p><b>General</b></p> <ul style="list-style-type: none"> <li>• Write and implement social content plans for Sport England social channels and campaigns, including This Girl Can to drive reach, engagement and sustainable behaviour change.</li> <li>• Co-create and/or commission compelling written and visual, long and short-form content aligned with the strategy.</li> <li>• Identify and engage external partners relevant to our channels, creating content they can share or sourcing content for our own channels.</li> <li>• Ensure social posts are in keeping with This Girl Can or Sport England's tone of voice.</li> <li>• Respond quickly to relevant social comments, stimulate conversations/debate and connect with followers/non-followers on Sport England and This Girl Can social channels.</li> <li>• Identify posts that risk damaging our reputation promptly, responding directly and escalating through agreed protocols.</li> <li>• In-depth analysis of the social channels using necessary digital insight tools</li> </ul>	<p>85%</p>

<p>to refine plans in real time and make recommendations for the adaptation of plans or future strategies.</p> <ul style="list-style-type: none"> <li>• Create monthly performance reporting of our social channels, with insights and recommendations to enhance plans.</li> </ul> <p><b>Sport England specifically:</b></p> <ul style="list-style-type: none"> <li>• Work within the Sport England Creative Hub (including editorial team, PR, Comms) on Sport England’s communications priorities and wider objectives on the overall content ideation/planning and partner outreach.</li> <li>• Define content needs and plans, working in collaboration with the editorial team (who are responsible for overall Sport England editorial priorities) and social media channel manager.</li> <li>• Develop best practice social content plans for new Sport England campaigns, for example: <ul style="list-style-type: none"> <li>➢ Co-create a national debate about how to ensure the experience of children and young people of physical exercise and sport is a positive one</li> <li>➢ Helping inspire those with long term conditions to get active</li> </ul> </li> <li>• Lead on Sport England social channel content execution including writing and cross-functional working within Sport England or with external partners.</li> </ul> <p><b>This Girl Can specifically:</b></p> <ul style="list-style-type: none"> <li>• Lead on executing parts of the This Girl Can social plans including writing organic and paid for posts and producing long and short-form content (written, graphic and film)</li> <li>• Nurture the online community of nearly 800,000 women empathetically by responding to comments, stimulating conversations, identifying trends, topics and user-generated content we can build into campaign plans.</li> <li>• Identifying, creating and uploading content for the This Girl Can website.</li> <li>• Manage the This Girl Can app – moderating posts and identifying UGC we can re-use in the campaign.</li> </ul>	
<p><b>Relationship Management</b></p> <ul style="list-style-type: none"> <li>• Liaison with external agency/design freelancer etc as required.</li> <li>• Build and maintain relationships with key internal/external stakeholders.</li> <li>• Build relationships with and contribute to the success of the team.</li> </ul>	10%
<p><b>Other</b></p> <ul style="list-style-type: none"> <li>• Out of hours social media monitoring (eg evenings/weekends in crisis or irregular peak periods).</li> <li>• Lead any relevant procurement processes.</li> <li>• Contribute to other organisational-wide projects as required.</li> <li>• Support other members of the Mass Market Team as required and deputise for the Social Media Channel Manager when needed.</li> <li>• To carry out any other duties within the post-holder’s skills and abilities</li> </ul>	5%

whenever reasonably instructed.

- Follow Sport England's policies and procedures in relation to other matters e.g. Health and Safety, Procurement and Financial control.

**The experience, skills and behaviours required:**

**Essential experience/skills:**

- Experience of developing and implementing creative social media content plans with proven results
- Demonstrated developing and writing content aligned with multiple distinct brand tone of voices and able to switch tones across different channels (eg SE and TGC)
- Experience of autonomous partner outreach/co-creation and content creation brainstorming
- Collaborating across teams and building relationships
- Significant experience in insightful and in-depth analysis and tracking performance of campaigns/content using social media reporting/social media listening and Google Analytics tools
- Use of scheduling/reporting tool like Hootsuite and use of Photoshop, Illustrator and InDesign software
- Able to use basic website content management systems
- Experience of managing and growing a social media community
- Experience of nurturing an online community empathetically

**Profile:**

- Dynamic creative thinker and writer
- Passion for staying at the forefront of social, cultural and social tech trends
- Ability to analyse data to produce insights and make recommendations
- Good organisational and prioritisation skills
- Consumer-focused, results driven
- Proven collaboration and communication skills
- Curiosity and desire to challenge status quo, think laterally and find new ways of doing things working with colleagues to support change
- Interested in using social media to drive change and for the public good