

## Job Description – Social and Digital Media Creator



**This job description serves to illustrate the type and scope of what is required for the post and to provide an indication of the required level of responsibility. It is not a comprehensive or exclusive list and duties may be varied from time to time, they will not however change the general character of the job or level of responsibility entailed.**

### Section 1 - Job Details

<b>Job title</b>	Social and Digital Media Creator
<b>Directorate area</b>	Engagement and Income Generation
<b>Department or Team (if applicable)</b>	Digital and Content Team
<b>Reports to</b>	Social and Paid Media Manager
<b>Direct reports</b>	N/A
<b>Job Location</b>	Office based in London with flexibility to work remotely
Contracted hours are agreed locally with line managers	

### Section 2 - Job Purpose

The Social and Digital Media Creator manages, moderates and optimises our social and paid media channels, email and our Discourse forum – all integral shop windows for our brand. They deliver engaging, accessible and inclusive content viewed millions of times by over 190,000 followers.

They plan and deliver targeted social and paid media strategies to drive key marketing campaigns and daily channel activity. Leading social content production, they create videos, graphics, and community-focused posts.

The role also involves planning, writing, building, and sending targeted emails to key audiences using our DotDigital email service provider.

They generate and utilise channel and content insights to increase engagement, raise awareness, attract and retain supporters, drive conversions against KPIs for our campaigns and foster a supportive online community.

Working closely with the Social and Paid Media Manager, Supporter Email Manager, internal client teams and paid media and moderation suppliers, they make sure our digital channel efforts align with our community standards, organisational goals and deliver impact for our community.

### Section 3 - Key Responsibilities and Accountability

	Responsibility or Accountability
1	Manage and optimise social media channels: Oversee daily operations of our social platforms, delivering a vibrant and engaging brand presence alongside delivering long-term strategic optimisation plans.
2	Manage Online Forum: Oversee the daily operations and moderation of the online forum, ensuring a safe and supportive environment for users while promoting engagement and user-generated content.
3	Email Marketing Execution and Data Query Management: Collaborate with the Supporter Email Manager to plan, write, and build engaging email content that is consistent with our editorial and brand guidelines, meets our accessibility standards and our communication calendar needs, and provides an engaging experience for our supporters across our organisational email service portfolio and ensure basic data queries are built and customer journeys are mapped correctly.
4	Develop and execute social media strategies and provide expert advice to staff: Collaborate with the Social and Paid Media Manager to create and implement channel strategies, driving campaigns and organisational objectives, and guide staff and internal teams on best practice for social media content creation
5	Moderate and engage audiences: act as a public face of the brand through engaging with and moderating audiences across social media and our forum using Sprout Social. Oversee coordination, task management and training for organisation wide content moderators.
6	Lead on paid advertising campaigns: Set up and optimise paid social media campaigns, manage media buying budgets and ensure targeted reach, engagement and conversions aligned with marketing goals.
7	Align social content with broader strategies: Partner with internal teams to ensure social media content supports organisational goals across SEO, paid media, and content strategy, tailoring it by platform and integrating trends, videos, graphics, and community-driven posts.
8	Coordinate other email creators in teams outside the digital and content team and guide wider internal teams on best practice: Ensure email content is delivered on time against our email marketing plan and our KPIs, oversee quality control of content and accuracy of data queries and deliver ad-hoc support
9	Analyse performance and insights: Monitor performance of social media, email and paid ads using insights to improve engagement and adjust strategies based on KPIs and outcomes.
10	Conduct trend scanning and influencer outreach: Stay updated on emerging trends, industry developments and identify and collaborate with influencers within the MS community, reacting swiftly to incorporate relevant topics, trends and influencer voices into content and email strategies.

#### Section 4 – Dimension of the role

Resources	Responsible for the proper use and safekeeping of data and content assets within scope of role
Staff or Volunteers	No people management responsibility but expected to set and oversee the work of other content producers and support and train other colleagues as required
Budget	Responsible for discreet media campaign budgets set by client teams
Key relationships	Cross-organisational stakeholders in Services, Brand and Marketing, Policy and Campaigns, Research and Income Generation.  Paid media, marketing and moderation partner agencies
Information security and data governance	Responsibility for undertaking relevant actions and responsibilities according to the role assigned within ISO

#### Section 5 – Key deliverables

	Measures of success
1	Paid and Organic Campaign Plans: Deliver plans for paid and organic digital formats to support wider campaigns and marketing activities, manage media buying budgets and ensure reach, engagement and conversions align with campaign objectives and ensure performance reports are in place with actionable insights and recommendations for future campaigns.
2	Email and Data Management: Support the execution of our email marketing programme, stewardship journeys and re-consent programme, providing an engaging onward journey after point of conversion that will help encourage supporters to stay with us and reduce attrition rate and provide regular performance reports.
3	Create platform-tailored content across multi-media formats including video, graphics and user-generated content (UGC), ensuring all content follows our digital accessibility standards.
4	Training Sessions for Staff: Conduct workshops or training sessions for internal teams on channel best practices, tool usage (for example DotDigital and SproutSocial), content creation and paid advertising formats to enhance overall organisational capability in channel management.
5	Moderation of our social media channels and daily management of our forum: Nurture an engaging and helpful conversational environment by ensuring comments and messages are responded to appropriately and in line with our internal SLAs and any safeguarding concerns are escalated.

#### Section 6 – Competencies and contribution

Competency	Level required (see below)	B	E	A	T
Fosters co-production	3		X		X
Open to change and innovation	3	X		X	
Sound decisions	2		X	X	
Collaborative working	2				X
Effective communication	3			X	X
Outcome focussed	3	X			X

Inclusivity	3				X
Accountability	2	X	X	X	X
Tech savvy	4	X		X	

Level	
5	<b>Strategic</b> – Senior management and/or strategic responsibility requiring wide advanced knowledge of organizational policies, practices and procedures across the organization or detailed theoretical, practical and procedural knowledge of a specialized area. Provides expert knowledge and insight on a range of subjects and/or groups relevant to MS and represents the MS Society externally. Translates vision, strategic aims and direction in clear terms that people can relate to and action. Makes significant and influential decisions and facilitates appropriate resources.
4	<b>Expert/Recognised authority</b> – Responsible for managing significant resource (people, budget etc) associated with the function/activity. Demonstrates expert knowledge and relevant and appropriate professional leadership and influence. Colleagues consistently perform a task or activity to higher levels having an intuitive grasp of what is required to be delivered, how it impacts across other areas of activity and how it may be improved for the benefits of the MS Society. Colleagues have an in-depth understanding and focus upon building expertise, they are the go-to person and have a reputation for being knowledgeable in this area and are able to apply their existing skills and knowledge to new or emerging challenges.
3	<b>Complex</b> - Roles with or without line management responsibility where they are required to use knowledge gained through experience, professional or technical qualification on complex information or raw data for typically non-routine problems upon which own judgment needs to be applied without further instruction or guidance to work with others to overcome obstacles and deliver outcomes across teams/department.
2	<b>Enhanced</b> - Roles with or without line management responsibility but accountable for casework/ face to face service provision/ internal/external process and or people (including volunteers) e.g. first line managers of people or process. Colleagues have knowledge of requirements of a team/function, contribute to building and maintaining successful internal and external relationships and collaborate to deliver effective outcomes. Colleagues use knowledge and understanding to organise and or manage work, tasks and processes, can solve routine issues and contribute to the development of new practices and procedures.
1	<b>Foundation</b> – roles make an individual contribution to the MS Society with no process or line management responsibility. Colleagues have a fundamental knowledge and understanding of what is required to carry out the role and how it connects to other roles and activities. Understand what is required to be carried out and has the competence and skills to carry out the activities.

## Section 7 - Learning and Development requirements

(List L and D requirements for role)

<b>Foundation (mandatory)</b>	
<b>Additional internal learning or courses required for role</b>	<b>GDPR, H&amp;S, Google Analytics, Paid Media Training (strategic planning and operational delivery using Meta Paid Advertising Manager), Tone of Voice Training, Video for All Training</b>
<b>Other professional training or qualification required</b>	<b>Certificate or Diploma in Google Analytics from a recognised awarding body (optional), Certificate or Diploma in paid media planning</b>

	<p><b>and buying from a recognised awarding body (optional)</b>  <b>Relevant professional qualification in digital marketing, communications, or a related field (desirable)</b></p>
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**Section 8 - Person specification (knowledge, experience, skills and attributes needed for the Job)**

*Those that are marked as essential and will be tested at application stage (A) will be used as shortlisting criteria for determining who will be invited to interview.*

<b>Requirement</b>	<b>Essential</b>	<b>Desirable</b>	<b>Tested*</b>
Evidence of continuous professional development, particularly in social media management or content strategy.	X		A
In-depth knowledge of a range of social media channels (Facebook, X – formerly Twitter, YouTube, Instagram, LinkedIn, TikTok) and their features, functionality and audiences.	X		A / I
In depth knowledge of email marketing and email service platforms (DotDigital experience desirable)	X		A / I
Experience in managing online communities and fostering engagement (Discourse platform experience desirable).	X		A / I
Good understanding of digital accessibility standards and how to implement them in social media and email content.	X		I/T
Good understanding of effective digital copywriting principles, particularly for social media, with proven experience in writing and editing sharp, engaging copy and creating suitable visual content across various channels.	X		I / T
Up-to-date knowledge of the latest trends and developments in social media and email content delivery.	X		I / T
Familiarity with content management systems and social media monitoring tools (Use of SproutSocial desirable)	X		I / T
Proficient in Google Analytics for extracting traffic and conversion data and communicating insights to stakeholders.	X		I
Solid experience in delivering social media and email campaigns with proven results.	X		A / I
Experience optimising social, email, forum and paid channels and content.	X		A / I
Experience managing paid advertising, including strategy development, targeting options, and understanding key performance indicators (KPIs) across paid social media and PPC.	X		A / I
Experience providing specialist advice on developing content for social and email channels and paid digital advertising formats to non-technical colleagues.	X		P

Knowledge and proficiency in video editing, including polished campaign videos (for example, Premiere Pro) and short-form videos using in-app tools (for example, TikTok).	X		I
Knowledge and proficiency in photo editing and graphic creation using the Adobe Suite and Canva	X		I
Fast learner with excellent organisational skills, able to manage workloads independently and meet deadlines effectively.	X		I
A driven, results-focused individual who embraces flexibility in a fast-paced environment and fosters collaboration with internal and external stakeholders.	X		I

\*Tested – A (application), I (interview), T (test or Assessment), P (through performance reviews including probation, 1:1's and PDR)

### Section 9 – Additional Information and Requirements

<b>Confidentiality</b>	Ensure that essential information of a sensitive and or personal nature is not disclosed to, or discussed with, inappropriate persons and that all information is maintained in accordance with the GDPR and other related legislation or requirements.
<b>Equality, diversity and inclusion</b>	<p>Ensure all duties are carried out in a manner which promotes the MS Society's equality, diversity and inclusion policies and practices.</p> <p>As a charity whose primary focus is to support and improve outcomes for disabled people. We expect all colleagues to be curious and innovative in identifying and removing any barriers experienced by disabled people whilst working with us. As well as adopting an inclusive approach and embedding EDI principles in their day to day work.</p>
<b>Health and safety</b>	Promote a health and safety culture, observe all health and safety rules and procedures and complete training courses, as required.
<b>Safeguarding</b>	MS Society are committed to recruiting with care and to safeguarding and promoting the welfare of children, young people and vulnerable adults and expects all staff and volunteers to share this commitment. Background checks will not be required for this role.
<b>Digital, data and Technology</b>	Competently utilise technology to perform the role including internet-based voice and video calls, Microsoft Office applications, the MS Society intranet, human resource and finance systems, case management system software, SproutSocial and our Discourse Forum, and other bespoke MS Society software and applications.
<b>Key contacts and relationships</b>	<p>Engagement Activity Group</p> <p>Delivery teams across MS Society</p> <p>Agency partners</p>
<b>Unusual specific physical or mental demands associated with the role</b>	None
<b>Travel requirements</b>	Travel to and from our London office is required:

	<ul style="list-style-type: none"><li>- for occasional content gathering and production sessions</li><li>- monthly in-person meeting with the social media team</li><li>- quarterly in-person meeting with the entire digital and content team</li></ul>
<b>Unsocial hours</b>	When necessary

**Last updated 28 April 2025**