

Role Profile

Overview	
Job Title	Social Media Manager
Main Purpose	Hope for Justice is actively seeking a dynamic and experienced Social Media Manager to join our Global Communications team. They will play a pivotal role in developing and executing social media strategies, including content management, to raise awareness, engage our audience, and support our mission to end modern slavery.
Department	Digital and Communications
Location	Manchester
Reporting To	Marketing and Campaigns Specialist
Key Result Areas	
<p>As the Social Media Manager, you will lead the direction of social media focusing on driving reach, engagement, and community growth across all channels and sub-brands of Hope for Justice.</p> <ul style="list-style-type: none"> • Act as the primary point of contact within the organisation for all social media requests, collaborating with the Communications team to execute requirements. • Manage the creation and output of social media content. • Develop and maintain a strategy, regularly reviewing and optimising it for the best results. • Follow the social strategy to meet annual targets and help all teams meet their fundraising goals. • Contribute to department goals, including increasing web traffic, mailing list sign-ups, and donations. 	
Main Duties	

In this role, you'll devise creative and innovative solutions to engage the audience in our mission. Working closely with the creatives, you'll select the most engaging stories to create thumb-stopping moments. Your responsibilities will encompass:

- **Social Media Strategy**
 - Develop and implement comprehensive social media strategies aligned with organisational goals.
 - Collaborate with the Marketing and Campaigns Specialist to integrate social media efforts into broader marketing campaigns.
 - Collaborate with cross-functional teams to ensure consistency in messaging and branding for Hope for Justice and associated brands, Slave-Free Alliance and Break the Cycle.
- **Content Creation**
 - Create compelling, shareable, and on-brand content for various social media platforms, for the three brands listed above.
 - Work collaboratively with other creatives in the Communications team to develop graphics, videos, and infographics fit for purpose.
- **Schedule Management**
 - Write comprehensive content plans that align with the campaign calendar.
 - Schedule and publish posts across all channels for Hope for Justice brands.
- **Community Engagement**
 - Foster and grow a vibrant online community by engaging with followers, influencers, and partner organisations.
 - Monitor social media channels for relevant trends, conversations, and opportunities to be reactive.
- **Analytics and Reporting**
 - Track, analyse, and report on social media performance.
 - Provide regular insights and recommendations for continuous improvement.

Soft Skills	Technical Skills
--------------------	-------------------------

<ul style="list-style-type: none"> • Strong work ethic • Up-to-date with industry developments • Relationship management • Analytical problem solving • Self-motivation • Critical thinking • Communication (incl presentation) • Listening & providing feedback • Attention to detail • Ability to meet deadlines and work under pressure 	<ul style="list-style-type: none"> • Work flow strategic development via our project management tool • Excellent analytical and strategic mindset • Measure results and optimise workflows improving conversion rates • Proficiency in social media management tools and analytics.
--	---

Experience & Education
<ul style="list-style-type: none"> • Bachelor's degree in Communications, Marketing, or a related field - or proven experience in social media management • Strong understanding of social media platforms, trends, and best practices. • Exceptional written and verbal communication skills. • Creative mindset with the ability to think strategically. • Passion for social justice and commitment to the mission of Hope for Justice