



Social Media Manager

CoppaFeel!

Based at Boob HQ, London

Monday – Friday 9 – 5.30pm

From 1st May 2020

£28,000

About the role

CoppaFeel! is looking for an experienced, creative and proactive Social Media Manager to join our marketing team.

The marketing team is responsible for ensuring that all young people are aware of the importance of getting to know your boobs across our annual awareness campaign, PR, influencer and celebrity ambassadors, social media, email and text channels. As Social Media Manager you will lead on the management of social media channels including designing and producing content, planning and scheduling content to maximise reach and engagement and the evaluation of content performance.

About CoppaFeel!

CoppaFeel! exists to educate and remind every young person in the UK that checking their boobs isn't only fun, it could save their life. We are the first breast cancer charity in the UK to create awareness amongst young people, with the aim of instilling a new healthy habit that could one day save their life.

We are a very small team which, collectively, has one almighty big voice. We were founded out of a need to right wrongs, and when we hear of more people diagnosed late, or young people dying from this disease, we know there isn't a more powerful reminder to get up out of bed every morning.

CoppaFeel! is about more than discovering a cancer diagnosis. It's about empowering ourselves to be proactive about our own health and body, as well as our outlook on life. It's about knowing your boobs; knowing that if you do find something, you know what to do and if found early, you have many options. Put simply, breast cancer does not need

to be detected late, and as long as we are here and continue to be supported by people like you, we will do all we can do make sure this doesn't continue to happen.

POSITION IN ORGANISATION

Managed by Creative and Brand Manager

DUTIES AND RESPONSIBILITIES

- Social media & community management across all CoppaFeel! touchpoints
- Work alongside Creative & Brand Manager to develop the social media strategy and objectives
- Design and develop all social media content ensuring that it is in line with CoppaFeel! brand guidelines
- Work alongside Awareness and Fundraising teams to promote awareness and fundraising activities in an engaging, innovative way, across social media platforms
- Evaluate and review the performance of social media content to ensure that creative and formats are optimised.
- Deliver best in class community management, engaging with our followers and encouraging interaction.
- Stay informed of upcoming trends and developments and identify opportunities to reach our target audience on new, emerging social media platforms

General Duties Of CoppaFeel! Team Member

Represent CoppaFeel!'s entrepreneurial and challenger brand spirit and aim to build on charity's existing "shout louder than our size" ethos through creative thinking and being bold and risky where appropriate.

To work co-operatively and effectively with colleagues

To assist in identifying and highlighting key external trends which are relevant to the Charity's operation and provide relevant advice.

To participate, as appropriate, in staff forums and meetings.

To adhere to CoppaFeel!'s Policies and Procedures.

To be flexible with working hours and be willing to work weekend hours where appropriate (i.e. Festivals and events)

To carry out other tasks as required by the CEO from time to time

To be part of the awesome Boob team and be an ambassador for the charity

SKILLS, KNOWLEDGE & PERSONAL ATTRIBUTES

This role will suit you if you have the following skills:

Essential skills/ experience:

- Excellent copywriting and editing skills for each platform
- knowledge and understanding of algorithms and search engine optimisation
- strong verbal communication skills for articulating ideas to colleagues and interpreting their needs
- Video editing skills using Premiere Pro
- Experience developing a coherent brand voice for social media, from content creation to community interactions
- Experience of photo editing and graphic design for social media using Adobe Creative Suite (Adobe Illustrator, Photoshop, Lightroom CC)
- Good photography skills and use of DSLR camera
- Ability to interpret charity objectives into social media content
- Mind blowing organisational skills with excellent attention to detail
- Able to demonstrate a strong understanding of the CoppaFeel! brand, culture and values
- Ability to understand CoppaFeel! supporters and target audience and develop content and utilise platforms to extend our reach and engagement amongst them.
- Community management experience across social media platforms
- Experience using softwares (ie Sprout Social) for scheduling content and community management
- Experience evaluating social media content performance and using insights to generate learnings to evolve content strategy.
- Experience arranging takeovers and social partnership opportunities with relevant third-parties
- Able to work independently and proactively with the drive to see an idea through to execution
- A proven track record of planning, creating and delivering digital media campaigns.
- Experience building strong relationships with a range of stakeholders
- Excellent inter-personal skills including diplomacy, tactfulness and listening skills.
- Able to successfully manage multiple projects to tight deadline
- Excellent communication skills both written and verbal.
- Love working in a fast paced and vibrant environment
- Outgoing, energetic, self-motivated, highly personable
- Good at absorbing large amounts of information, with a general hunger for learning
- Not afraid to wear a boob costume (!)

MAIN BENEFITS, TERMS AND CONDITIONS

Annual Leave: 22 days plus 1 day off on your birthday (excludes public holidays) Boob HQ is closed between Christmas and New Year.

Notice Period: 2 months

Benefits:

In return for your commitment and enthusiasm we offer a friendly, working environment and monthly exercise bursary. And free tea and coffee. And fruit. And endless packets of popchips. Be part of an ever evolving charity, one where you will have impact and help to drive change and ultimately, save lives.

CoppaFeel! welcomes applications from black, Asian and minority ethnic candidates, LGBTQ+ candidates, candidates with disabilities, and from men, because we would like to increase the representation of these groups within the charity. We promote equality, diversity and inclusion in our workplace and make recruitment decisions by matching the charity's needs with the skills and experience of candidates, irrespective of age, disability (including hidden disabilities), gender, gender identity or gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion or belief, or sexual orientation. We are keen to encourage a diverse range of perspectives, skills, experience and knowledge at the charity.