



CoppaFeel!

Job Description

Senior Social Media Manager

Salary: £45,000

Full time/37.5 hours

Start date: April 2024

Location: Boob HQ, London (hybrid working)

About the role

We are looking for a creative and strategic individual to join our marketing team at CoppaFeel! – this role will play an essential part in supporting our 3-year organisational growth strategy. This is an incredibly exciting time to join the marketing team at CoppaFeel!, with ambitious plans happening in 2024. We are seeking a social media expert to lead on CoppaFeel!’s social strategy. The Senior Social Media Manager is a new role that will help to ensure CoppaFeel!’s social channels are best in class and resonate with our 18 – 24-year-old target audience. The successful candidate will be insight driven, creative, strategic, and possess a deep understanding of social media platforms as well as being fully immersed in youth culture and digital trends. You will be experienced in managing and growing social channels via paid and organic content.

Reporting into the Head of Marketing, you will manage the social team and play an integral part within the marketing team. This is a great opportunity for an experienced social media professional who is confident in overseeing the delivery of content that will help us to achieve our ambition of reaching 50% more 18 – 24-year-olds in the next three years. You will work collaboratively with the wider Marketing, Fundraising, Operations and Education teams within the organisation.

The right candidate will be proactive, innovative, have strong communication skills, and a real desire to make a difference, ensuring that all breast cancers are diagnosed early and accurately.

About CoppaFeel!

CoppaFeel! is the UK’s only breast cancer charity awareness charity for young people. Our mission is to ensure all breast cancers are diagnosed early and accurately by educating young people on the signs and symptoms of breast cancer, encouraging them to check regularly and empowering them to speak to their GP if they notice something unusual.

Position in organisation

- Sits within the Marketing team
- Reports to Head of Marketing
- Manages the Social Media team
- Works closely with Ambassador & Brand Manager

Duties and responsibilities

- Use data and insight to develop and execute our social media strategy in line with the wider organisational objectives to increase brand awareness and engagement.
- Responsible for repositioning CoppaFeel! as a youth charity brand that resonates with our Gen Z target audience and is future proofed for Gen Alpha.
- Significantly grow our audiences of 18-24 across Instagram, TikTok and YouTube.
- Responsible for monitoring social trends and 'best in class' examples.
- Monitor audiences, algorithms, content insights to ensure we drive growth of our channels. Manage our paid social plans alongside our paid media agency to complement our organic content and drive maximum VTR.
- Keep up to date on youth trends, understanding the 18 – 24-year-old audience, where and how to reach them.
- Experience of gathering, reviewing and applying insights. Monitor reports and analyse results to ensure our budgets work as hard as possible.
- Work with creative agencies, providing input that relates to social assets.
- Collaborate with the Brand & Ambassador Manager to identify and brief influencers/creators that help us to achieve our objectives in reaching our audience and align with our tone of voice.
- Collaborate with influencer/creator agents and management to brainstorm ideas.
- Mentor and upskill the social team.

Skills, knowledge & personal attributes

- Proven record of growing social media platforms.
- Evidence of inspiring creativity.
- High degree of professional familiarity with Instagram, TikTok, Snapchat, YouTube etc.
- Strong understanding of brand strategy with relevant experience helping to define and build brands via social channels.
- Expert in creating native content in apps ahead or in line with trends.
- Paid and organic campaign experience across the main social channels.
- Held similar position and managed social/content teams for innovative brands.
- Strong copywriting skills.
- Passionate about social media and digital trends.
- Driven individual who takes initiative and thrives in an ambitious environment.
- Able to analyse and implement the findings from data to build strategy.
- Strong communication skills and collaborative personality.

How to apply

Please complete the application form on our website and submit your CV with a covering letter explaining how you meet the Job Description and why you would make a great candidate for this role. Applications will close at 5pm on Monday 18th March 2024. Please note that shortlisting and interviews may take place on a rolling basis and we encourage early application.

Let us know if you have any accessibility requirements or need any adjustments for the interview. If you have any questions about the role contact our Head of Marketing, Lauren Charsley-Ryan, via email: lauren@coppafeel.org.

Main benefits, Terms & Conditions

Annual Leave: 22 days pro rata (plus public holidays). Additional Leave: 1 day of leave on our Founder's Cancerversary, birthday leave, plus office closure over Christmas. Notice Period: 2 months.

We work on a flexible basis at CoppaFeel!, offering a non-contractual 9 day fortnight allowing our team members to take a Friday off every other week. We call this our 'flex Friday' – although it is dependent on our work schedules we do our best to allow everyone this additional time off.

A hybrid of office and flexible, working Daily Flexi Time: starting anytime between 8am and 10am. Working from home up to 3 days per week. Training: We have a budget each year for employees training and development plans.

Wellbeing Fund: Monthly fitness bursary of up to £40 per month for gym membership or other classes, Employee Assistance Scheme: Advice and support offered by an external body. Access to our mental health support programme - 'Self Space' training and 1:1 therapy.

Treats Cupboard: full of biscuits, fruit, crisps, fancy tea, coffee, and snacks. Freebies: Every now and again our partners and donors kindly donate some of their products. Expenses: Travel for events and food during events will be reimbursed.

Equality, Diversity & Inclusion Statement

At CoppaFeel! we support a diverse range of communities and we understand that effective recruitment is central and crucial to meeting the needs of our beneficiaries. We particularly welcome applications from people identifying with a minority ethnic background, 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 recognise the

value in encouraging a diverse range of perspectives, skills, experience and knowledge at the charity.