

## **CoppaFeel!**

### **Job Description**

#### **Social Media Manager**

**Salary: £38,000**

**Full time/37.5 hours**

**Location: Boob HQ, London (hybrid working)**

### **About the role**

The Social Media Manager is an integral role within the Marketing team at CoppaFeel! and will play an essential part in supporting our 3-year organisational growth strategy. The Social Media Manager needs to be social obsessed with a keen eye for new and emerging trends that will ensure CoppaFeel!'s social channels organically reach our 18 - 24 year old target audience.

In this role you'll work with our Senior Social Media Manager to execute and manage the delivery of our social media strategy. You will be responsible for our social media content creation, ensuring we stay on top of emerging trends and that our health messaging is delivered in an accurate way. You will work collaboratively with the wider Marketing, Fundraising, Operations and Education teams within the organisation.

The right candidate will be proactive, creative and organised, as well as being fully immersed in youth culture and digital trends. Ultimately you will have a real desire to make a difference, ensuring that all breast cancers are diagnosed early.

### **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 and empowering them to speak to their GP if they notice something unusual.

### **Position in organisation**

- Sits within the Marketing team.
- Reports to Senior Social Media Manager.
- Works closely with Marketing Executive and Ambassador & Brand Manager.

## **Duties and responsibilities**

- As the heartbeat of our social channels, you'll ensure that we're agile and reactive to emerging trends. You'll be creating engaging content both in and out of the office, engaging with our target audience.
- Responsible for the scheduling and production of content across our social media channels.
- Create social media content that reflects CoppaFeel!'s brand guidelines and tone of voice.
- Ensure monthly analytics and reporting that can be used to inform the social strategy and make recommendations for optimising content by channel and audience.
- Deliver best in class community management, engaging with CoppaFeel!'s audience and encouraging interaction.
- Monitor, respond and report back on feedback, comments and queries in a timely manner.
- Build relationships with new and existing supporters, content creators and media contacts.
- Work alongside Education and Fundraising teams to promote awareness and fundraising activities with our online communities.
- Work with the Education team to mobilise UBT and CoppaChallenge participants across social channels to maximise peer-to-peer reach.
- Stay up to date with industry news, to enable us to be innovative and promote the growth of our channels.
- Work with young people to ensure that our social channels are the product of co-creation.

## **Skills, knowledge & personal attributes**

- Social media obsessed, with finger on the pulse for all new and emerging trends.
- Evident understanding of 18 - 24 year old target audience.
- Evidence of inspiring creativity.
- High degree of professional and personal familiarity with Instagram, TikTok, Snapchat, YouTube etc.
- Expert in creating native content in apps ahead or in line with trends.
- Strong copywriting skills.
- Ability to communicate and collaborate effectively.
- Experience with social media management software (i.e. Sprout Social).
- Photography skills and use of DSLR camera.
- Proficient in design software including Adobe Creative Suite and Canva with an aptitude for visual design.

## **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.