



Job Description

Post:	Social Media Manager
Location:	Hybrid – remote working with regular travel to Scottish SPCA HQ in Dunfermline
Hours:	Full time (35 hours per week)
Reports to:	Head of Marketing & Brand

Purpose of the Role

We are looking for an experienced individual to join our in-house social media team, to deliver a multi-channel social media strategy and build a new brand ambassador & influencer programme. This person will champion the move to video centric approach to content creation, to ensure we can tell impactful stories of the Scottish SPCA in the most engaging and compelling way.

The animals we rescue, deserve a second chance at life and we are passionate in our mission – to make Scotland the best place in the world for an animal to call home. We know the creation of an emotional connection to the work we deliver every day is core to the sustainability and growth of the charity. We can see through results that future story telling through video is key.

You will appreciate the need for a channel specific approach to content creation and meeting the needs of respective audiences. As we are evolving the team in 2025 to focus on video production, experience in space will be highly valuable

Key Responsibilities:

- Develop a social media strategy, insights and plans to support society wide objectives.
- Work with stakeholders across the society to build a social media strategy & plan to meet growth objectives.
- Build a content plan which effectively communicates our priorities and delivers engaging and effective storytelling.
- Drive brand awareness and engagement metrics to ensure we are communicating the right messaging to new and existing supporter. Ensuring we can build social media followers through effective content creation.



- Manage monthly reporting on key metrics to ensure we are demonstrating growth and effective engagement. Including summaries of actionable feedback we receive from followers.
- Beyond social media management, this role will be responsible for the development and delivery of a brand ambassador and influencer programme. Identifying suitable candidates, developing briefs and building effective relationships with partners.
- The role will involve line management of two colleagues who will support content creation and day-to-day delivery of the social media plan.
- You will also be expected to carry out any other general duties as directed by your line manager.

Person Specification: Social Media Manager

	Essential
Experience & knowledge	<p>Strong experience in management of the social media content creation process.</p> <p>Have an eye and ear for a compelling story and how to best demonstrate that through effective video content.</p> <p>Strong knowledge of brand ambassador and influencer marketing. Be able to demonstrate how you have managed these programmes in the past.</p> <p>Advanced knowledge of social media management platforms and tools to ensure we can schedule, monitor and gain insights and data from the work we deliver.</p> <p>Understand and be able to demonstrate knowledge of the most recent social media trends. Be able to translate these trends into recommendations that can be applied within the social media strategy.</p>
Job Related Skills / Competencies	<p>Demonstrate a wealth of experience in the management of a multi-channel social media strategy – including Facebook, Instagram, Tiktok, X and LinkedIn.</p>
Personal attributes	<p>Be a strong team player who will lead, help and take ownership to drive results.</p> <p>Have a growth mind-set that is comfortable with developing ambitious plans, working closely with our retained marketing agency.</p> <p>Excellent communicator who is comfortable building relationships and presenting as and when required.</p>

	<p>Be willing to challenge the status quo and drive change and transformation to ensure we can deliver best in class marketing.</p> <p>Be able to demonstrate successful social media campaigns you have delivered in the past.</p>
<p>Additional relevant criteria</p>	<p>Full driving licence</p> <p>Flexibility – ability to undertake travel and willingness to work occasional weekends, evenings as per Society requirements</p>