

# Job Description

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## Main Job Parameters

Job Title: Social Media / Home Assistant

Department: Manchester & Cheshire Dogs' Home

Accountable to: The Board of Trustees, Hon. Secretary, Home Manager & Assistant Managers

The Social Media / Home Assistant is passionate for dogs and the charity environment, possesses a proven success record in effectively developing content for Social Media platforms, and a great ability to multitask in a fast-paced environment whilst working effectively under changing and time sensitive priorities.

With previous Social Media background including proven experience across Facebook, Twitter, Instagram, and other platforms you will be proficient with Microsoft Office applications, Social Media applications and publishing tools (Hootsuite, Platform for example). You will have Impeccable writing and grammar skills.

## Key Tasks and Responsibilities

- To work within agreed Homes policies, procedures and working practices
- Operating as a team member and working with colleagues, supervisors and managers within and outside of your department to fulfil the needs and goals of the Home
- Responsible for developing and posting content across multiple social channels based on the requirements of the Home and the needs of the dogs, this includes posts, tweets, pins, photos and videos.
- Develop creative assets required to produce effective “posts”
- Keep track of campaign social content elements, including delivery dates.
- Assist the Home Managers with the creation of Social Media Marketing Plans.
- Responsible for the activity across Facebook, Twitter, Instagram, G+, You Tube (and any new platforms), – year round, in an effort to transform visitors into donors and/or supporters.
- Identify/ Build relationships with “influencers” and other charities in order to establish them as brand voices/ambassadors.
- To undertake other duties as required by the management team