

VACANCY**SOCIAL MEDIA ENGAGEMENT OFFICER-UK**

Full time, Home based

Overview of The Union:

The Union was founded in 1920 and is the world's first global health organisation. We are a global leader in ending tuberculosis (TB), we fight the tobacco industry, and we solve key problems in treating major diseases. We use science to design the best treatments and policies for the most pressing public health challenges affecting people living in poverty around the world. The Unions members, staff and consultants operate in more than 150 countries and embody our core values of accountability, independence, quality and solidarity.

www.theunion.org

Twitter : @Union_TBLH

Facebook: @TheUnionLungHealth

Overview of the position:

Tuberculosis is the worlds leading infectious-disease killer. In 2016, an estimated 1.7 million people died from TB. As the lead of all social media at The Union you will create engaging ways to make sure that people know about the burden of TB, that knowledge on beating TB is shared, that communities affected by TB can have their voices heard, that our world leaders take action. You will also consolidate our social media accounts to create a clear strategy across our broader aims as an organisation, including our work on non-communicable diseases like diabetes and asthma, and our work in tobacco control.

Reporting to the Global Director of Communications, and based from home, you will manage day-to-day community activity across our social media channels, develop engaging content, respond in a timely fashion to questions and comments, and help shape our content strategy using a variety of media and formats. You will work very closely with all teams across the organisation to support their activity, and make sure that we're maximising the impact of any reach we achieve through social.

Main Responsibilities:

- Develop and implement The Union's social media strategy, exploring the role social media plays and the appropriate goals for the future. Key to this will be exploring ways to increase brand awareness, how to share key messages and how to best engage stakeholders.
- Create and manage social campaigns to engage a range of stakeholders, in line with our broader communication and organisational goals.

- Engage with relevant online communities and social influencers, to grow the reach and impact of The Union's work.
- Plan content and delivery across multiple social media channels, creating and managing a social media content calendar.
- Manage and grow all social media channels, including Facebook, Twitter, LinkedIn and YouTube.
- Respond to social media queries professionally, appropriately and in a timely manner.
- Manage and plan any paid promotions using social media.
- Spot social media trends, including new platforms and changes to existing ones
- Work with the team to develop search-friendly and social-friendly copy with team.
- Work with external suppliers to commission multimedia content, such as videos and graphics.
- Monitor and report on performance using social reporting tools and Google Analytics, and then apply learning to future campaigns
- Generate actionable insights from social media activities to inform communications strategy development.
- Contribute to the development of new online resources and projects as part of the digital team.

Essential experience:

- In depth knowledge and understanding of a range of social media channels (Facebook, Twitter, YouTube, Instagram, etc.), including their different features, functionality and audiences.
- Solid understanding of how to develop content to achieve best results across various social media channels.
- Sound knowledge of principles of good digital copywriting, particularly for social channels
- Up to date knowledge of the latest trends and developments in social media content delivery
- Good editing and proofreading skills
- Excellent organisational and workload management skills, with ability to work under own initiative to manage deadlines
- Knowledge of Google Analytics desirable
- Excellent interpersonal skills, and able to influence/persuade a wide range of stakeholders.
- Fast learner - able to discover and use new tools and platforms quickly
- Demonstrable commitment to collaborative team work
- Demonstrable commitment to inclusive working, ensuring equality and valuing diversity
- Excellent all round IT skills, as well as familiarity with content management systems, image editing software, social media monitoring and platform insights tools.
- Knowledge of public health desirable
- Ability to work on their own initiative as well as part of a global team
- Available to travel and work to with countries in different time zones

How to Apply:

Please send your CV and a cover letter in English, including your salary expectations to hr@theunion.org with SMEO-TU in the object line of your email.

This position will be open until a candidate has been selected for the post. Only shortlisted candidates will be contacted. Please note that first round interviews will take place in English.