



## **Paid Social Specialist**

**Functional Team:** Content and Mobilisation

**Reports To:** Content and Mobilisation Manager

**Salary:** £36,469 - £38,086

**Location:** Nationwide

**Maternity Cover: Fixed Term Contract; 12 Months, Full Time**

**Working Arrangements:** Remote working, regular or ad hoc

### **MISSION OBJECTIVE**

The Content and Mobilisation Team at 38 Degrees is accountable for the programmatic management and technical expertise in identifying, defining, and delivering people-powered campaigns across a range of issues that galvanize 38 Degrees' community of supporters to advocate for change. The Content and Mobilisation (CAM) Team uses content and social media platforms to elevate the experiences and stories of our community of supporters, educate, persuade, mobilise supporters, and reach both decision makers and target audiences. We also invest in digital activism so that supporters are better organised and directed to amplify our 38 Degrees message and actions.

Reporting to the Content and Mobilisation Manager the Paid Social Specialist is responsible for developing and producing compelling content for our social media channels, with a focus on paid social, to help drive the campaigns we run and serve our vision of changing the country to become fairer, more respectful and more sustainable. The role is responsible for measuring and monitoring the outcomes achieved from the content that supports campaigns and suggests solutions for improvements, focusing in particular on email lead generation and growth. The Paid Social Specialist is passionate about testing and optimising campaigns and making data-driven decisions.

This job describes the role of the Paid Social Specialist. The 38 Degrees team works in a culture of togetherness, passion for our issues and determination to win, so from time to time the team will be expected to perform activities outside of their normal role.

### **Commitment**

All 38 Degrees staff should have a deep commitment to our mission of empowering our supporters to win campaigns on the issues they care most about.

## DUTIES AND RESPONSIBILITIES

### MANAGE INTEGRATED PROCESSES



- Develop and execute paid social campaigns, collaborating with team members on campaign development and creative, that support our organisational growth goals.
- Conduct regular tests on audience, placement, and creative and provide strategic recommendations to the team.
- Produce weekly and monthly reports on campaign performance.
- Support the CAM team in writing content, producing visuals, and writing briefs for freelancers.
- Understand and master the 38 Degrees approach: translating complex issues into understandable concepts, to produce content that is engaging and which creates impact.
- Ensure all content supports the organisational strategy and 38 Degrees brand.

### ALIGN



- Advise managers and staff on guidelines, timelines, and procedures regarding the development of content to support smooth and sustained delivery of social campaigns and content for 38 Degrees.
- Collaborate with Campaigns and CAM team to produce content that meets campaign and organisational goals.
- Work closely with the Community Support and Insight team to build a nuanced understanding of our audience.
- Collaborate with Campaign teams on content development and social media-focused tactics.
- Monitor and assess performance of content and paid social campaigns across channels, feeding back on successes and developmental areas - and leading necessary changes to execute best practice.

### SUSTAIN SERVICE



- Develop, manage and lead generation campaigns on paid social channels, which produce results in line with our targets.
- Produce creative content to support campaigns.
- Ensure content is high-quality and aligned with the 38 Degrees brand.
- Lead on educating the wider team on best practice for creating quality and engaging content and advocate internally for the use of content as a campaign tactic.
- Evaluate and improve content delivery to better serve our community of supporters and target audiences.

## TARGET SKILLS PROFILE



### SUBSTANTIVE KNOWLEDGE

Demonstrable capacity gained through significant experience in developing and producing high quality content and in reviewing and ensuring agreed targets and impact of content deliverables are fully evaluated.

#### **CONCEPTUAL**

Understands the interconnection of services/products that support the delivery of content.

#### **APPLIED**

Develop and produce content in a timely manner working collaboratively with colleagues.



### COMMUNICATION SKILLS

Demonstrable significant skill in overseeing engagement of service/product provision both internally and externally.

#### **INTERNAL**

Significant experience in working collaboratively with teams to understand goals and produce content.

#### **EXTERNAL**

Lead on coordinating client engagement across a range of deliverables ensuring coordinated provision of service.



### EXECUTION SKILLS

Significant demonstrated skill in working with internal and external stakeholders to deliver high quality content.

#### **TIMELINESS**

Significant experience in setting measurable production targets in collaboration with management and ensuring that these targets are understood, applied, and collaboratively achieved across teams.

#### **QUALITY**

Conduct structured review of provision of services ensuring the established quality standards are sustained.

### **TARGETED SPECIALIZED KNOWLEDGE**

- Experience in running conversion-driven paid digital campaigns on social channels including Meta Business Manager, with the ability to show examples of prior work.
- Significant experience in using social channels to grow and engage a base of supporters.
- Significant experience in using data and analytics to segment audiences and target content in an effective way, to maximise return on investment.
- Experience in developing and producing reactive content in a news or campaigning environment, with the ability to produce examples.
- Significant experience of quickly distilling complex issues into content or concepts that can be easily understood by mass audiences.
- Strong skills in either or both graphic design or video editing.