



WE DELETE BLOOD CANCER

JOB DESCRIPTION

Job Title Social Media Officer	Department Communications and Engagement
Responsible to Snr External Affairs Manager	Direct Reports None
Location: Chiswick, London	Contract type: Full time, permanent

Purpose

To maintain, analyse and enhance DKMS' life-saving work and presence across social media. To recruit potential blood stem cell donors, inform the public of the need for money donations and encourage people to volunteer, through the organisation's social media channels in the UK.

COMMUNICATIONS AND ENGAGEMENT DEPARTMENT

The Communications and Engagement Department leads DKMS UK's strategy and plans in bringing about a step change in the public perception of the organisation and its vital work in giving second chances of life to people with blood cancers and blood disorders. The department ensures that the DKMS brand is enhanced amongst the public in the UK, with the goal of raising awareness and motivating people to register as potential blood stem cell donors. The 15-strong Department is divided between three teams: Donor Recruitment, Marketing Campaigns Planning, External Affairs, all of which work closely together to support delivery of the organisation's mission to find a matching stem cell donor for every stem cell transplant patient that needs one.

The department also provides potential donors with regular, relevant communication to engage and motivate them over the long-term to be available and prepared if and when a stem cell donation is needed. Alongside this, the team supports other departments to promote their activities and initiatives.

This post sits in the External Affairs Team. This team has responsibility for celebrity and influencer management, media and public relations, public affairs and stakeholder management, social media and the DKMS website.

KEY INTERNAL AND EXTERNAL RELATIONS

Internal

- Head of Communications and Engagement
- Head of Fundraising
- Communications and Engagement Team Managers
- Fundraising Team
- Other Members of Senior Leadership Team

External

- DKMS Volunteers
- Patients and Patient Families
- Celebrities and Influencers
- DKMS Donors



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KEY RESPONSIBILITIES

- To work closely with the Communications and Engagement and Fundraising Departments, and the wider organisation to develop the annual UK social media strategy. As part of the annual integrated planning cycle, the role-holder will agree and deliver an annual plan and monitor on the effectiveness of activities, making recommendations on changes to be made based on outcomes achieved.
- To work with colleagues in the Communications and Engagement Department to oversee the delivery of agreed campaigns and promotional activity to support the annual plan, and as relevant, global/international activity requested by the Global Communications Team.
- To increase the use of social media and related opportunities within the work of all DKMS departments so that it supports their needs and wider organisation aims,
- To develop creative and engaging plans for all our social media channels e.g. Facebook, Instagram, Twitter and YouTube.
- To launch DKMS' presence on new social media channels as they gain popularity amongst our target audiences.
- To undertake regular audience research on which to base plans and messaging for content across our different channels.
- To manage the day-to-day handling of all social media channels and oversee, plan and deliver content across different platforms using scheduling tools; and delivering additional activities to enhance engagement e.g. facebook ads.
- To ensure any planned social media content is relevant to our audience / relatable to the audience we wish to reach.
- To oversee the creation of engaging multimedia content (outsourcing, as required) across multiple platforms.
- To propose and implement appropriate activity to manage patient appeals, including follow up and reporting.
- To take the lead from and work closely with the Celebrity and Influencer Manager, to form key relationships with influencers across the social media platforms.
- To manage and facilitate social media communities by responding to social media posts and developing discussions.
- To monitor, track, analyse and report regularly on performance on social media platforms using tools such as Facebook insights; in particular provide weekly data on specific campaign related content that are being delivered.
- To research and evaluate the latest trends, channels, techniques, companies, competitors and other charity's content in order to find new and better ways of creating and delivering content and our measuring social media activity.
- To manage reputational risks on social media, advising the Senior External Affairs Manager of any risks so they can help mitigate them.
- To monitor and co-ordinate monitoring across all DKMS's social media channels, including establishing and maintaining an out-of-hours monitoring rota for staff within the Communications and Engagement Department.
- To continuously recommend improvements to increase performance.
- To manage, motivate and coach other team members to engage with DKMS' social media channels.
- With sign-off from the Senior External Affairs Manager, manage a budget for social media activities.

OTHER DUTIES

- To attend at least one donor recruitment drive per year.
- To be current and knowledgeable about blood stem cell donation and the DKMS global and national mission, goals and brand propositions to its various target audiences.
- To meet with the Senior External Affairs Manager for regular supervision and appraisal.
- To participate in staff training, organisation/team meetings and events, as required.
- To keep up-to-date with developments and learning in stem cell donor recruitment/registration and transplantation.
- To comply with the organisation's health and safety, confidentiality, data protection and other



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- policies, including the Human Tissue Authority and NHS Blood and Transplant standards.
- To promote equality of opportunity and anti-discriminatory practices.
- Any other duties deemed appropriate by the Senior External Affairs Manager or the Head of Department, subject to time and commensurate with level of responsibility and salary.

PERSON SPECIFICATION

It is not expected that the successful candidate will necessarily have experience / competency in all the areas highlighted below. Support and training will be provided.

Knowledge, experience and expertise

- Educated to degree level (ideally with a digital marketing-related qualification).
- At least 2 years of demonstrable experience in social media management, monitoring and responses, in a similar role, ideally within the charity sector.
- Experienced in the use of social media for professional use, e.g. Twitter, Facebook, Instagram, TikTok, YouTube and ideally, social media management tools.
- Proven experience of setting KPIs and measuring performance against these; sharing insight and proposing improvements.
- Experience of insight-led content creation and storytelling.
- Project management experience, managing multi-channel plans to tight deadlines and budget.

Skills and abilities

- Strong project and budget management skills.
- Excellent verbal, written and interpersonal communication skills.
- Excellent content-writing and editing skills. Ability to deliver, monitor and report on social media advertising.
- Ability to plan well, work to deadlines, prioritise tasks, cope with pressure at times and work on own initiative.
- Excellent IT skills including knowledge of the Microsoft Office suite and experience in Photoshop an advantage.
- Creative thinker.
- Proactive, self-motivated and decisive.
- A proactive, flexible and friendly manner with an ability to build and maintain strong, mutually respectful relationships with internal colleagues and external partners, as well as good team-working skills.
- Keen attention to detail.
- Propensity to learn new applications quickly with a high level of competence.
- Sensitivity and empathy in liaising with patients and their families, for example, when, drafting social media posts and answering post questions/private messages.
- Passionate and driven in striving to support DKMS' mission.

* The role may involve national and occasionally international travel for the purposes of attending communications and engagement-related meetings and events, as part of DKMS group-wide activities. The role will also require out of office and weekend monitoring of DKMS' social media as part of an agreed rota with colleagues across the department.

Values

DKMS works to a set of core values which it seeks to uphold and implement in everything it does, including leadership and management practices. The illustration below summarises DKMS' core values and how these translate into organisational and individual behaviours.



Personal competencies

The table below sets out how our values relate to the competencies required for this role.

Competency area	Abilities/expertise/knowledge
Strives to make an impact ...	<p><i>... is committed to exceeding expectations</i></p> <ul style="list-style-type: none"> Confident about proposing new ideas and solutions to the Head of Department; team members and other colleagues in order to improve the quality outcomes including our social media delivery. Not afraid to challenge ways of working in order to bring about improvements in our social media practices Able to analyse working social media systems and processes with a view to improving them and making them more efficient Identifies and exploits new social media opportunities Confident that will succeed in delivering personal objectives Confident in communicating to others, both internally and externally Confident in making new approaches to key contacts within companies and organisations with a potential for partnership with DKMS UK Takes responsibility for managing own work and commitments Goes the extra mile to deliver results
Self-starter	<p><i>... is highly motivated and open to challenging oneself</i></p> <ul style="list-style-type: none"> Able to work on own initiative and identify what needs to be done before being asked Thrives on challenges and remains focused under pressure Demonstrates ambition and an eagerness for personal development Has a 'can do' approach to dealing with work challenges and dilemmas
Inspired by our vision	<p><i>... is committed to the fight against blood cancer</i></p> <ul style="list-style-type: none"> Works with passion, enthusiasm and dedication Demonstrates a strong sense of empathy towards patients, donors, supporters and colleagues Understands the role DKMS UK plays within the global DKMS group Able to communicate and explain the mission of the organisation clearly and passionately across all social media channels Uses own knowledge and expertise of blood stem cell donations, collections and transplants to promote DKMS UK's vision and work

	<ul style="list-style-type: none"> • Understand the needs of people affected by a blood cancer diagnosis or blood disorder and who need to find a blood stem cell donor to give them a second chance of life • Confident in talking with donors, patients and their families
Team player	<p><i>... has the ability and desire to work cooperatively with other team members</i></p> <ul style="list-style-type: none"> • Provides assistance, information and support to team colleagues, as well as building and maintaining relationships across the organisation and internationally with other DKMS entities • Respects others and embraces the values of diversity, equality, integrity and trust • Listens and responds constructively to other team members' and colleagues' ideas • Forms good working relationships with people in other departments throughout DKMS, both in the UK and overseas
Executes with excellence	<p><i>... works diligently and continuously produces high quality work</i></p> <ul style="list-style-type: none"> • Effectively prioritises workload and works independently • Achieves established goals within deadlines • Has excellent attention to detail, ensuring processes and procedures are recorded and documented to high standards • Communicates clearly and articulately with potential stem cell donors, and with colleagues and other stakeholders
Embraces opportunities	<p><i>... challenges the status quo and looks for opportunities to implement new methods of working</i></p> <ul style="list-style-type: none"> • Open to different ideas, approaches, procedures and technology that can improve the way we recruit donors and manage the registration process • Able to adapt to new situations with a positive approach to change • Seeks opportunities to learn from colleagues both locally and internationally • Considers developments in other similar organisations, learning from their experiences and introducing relevant information, ideas and intelligence for the benefit of DKMS

CONDITIONS OF EMPLOYMENT

- 37.5 hour week, Monday to Friday (9am – 5pm)

BENEFITS

- 25 days holiday annually (plus public holidays) – increments after two years' service, up to a maximum of four additional days per year.
- DKMS pension scheme – automatic enrolment contractual contribution rate: 3% employee, 5% employer.
- Corporate Eye-Care Scheme
- Cycle to Work Scheme
- Season ticket loan (after successful completion of 6-month probationary period).