

Role Profile

Role: Social media community and influencer officer

Directorate: Corporate Affairs

Salary Band: 4/5 – Career Graded

Post reference: CAF55

Job Evaluation Date: 5th April 2023

Role statement of purpose: Level 1

To help grow and deepen the relationships TfGM has with its followers and other brands on social media and to assist in working with influencers to create content for use in organisational campaigns.

Level 2

To provide advice, guidance and lead on influencer campaigns for clients and to support the broadening of social media services to TfGM by continuous reviewing of approaches to community management and influencer marketing.

Reports to: Social Media and Digital Marketing Manager

	Key Role Outputs (KROs) <i>these set out what must be achieved for the post holder to be successful in the role</i>	Key Actions for Level 1 role <i>These set out how the KROs will be achieved – the activities required.</i>	Key Actions for Level 2 role <i>These set out how the KROs will be achieved – the activities required (inc all aspects for Level 1)</i>
1.	Developing, creating and implementing content for social media	Assist with the creation of engaging content for TfGM and partner channels in	Provide guidance and advice to clients and other stakeholders around

	channels	line with the social media and tone of voice strategies • Community manage agreed TfGM and partner channels and maintain proactive engagement with fans and followers of agreed channels – following guidelines laid out by Social Media and Digital Marketing Manager • Build relationships and work with social media influencers to create content which supports campaigns and organisational aims • Assist in maintaining and updating the social media content calendar • Suggest ideas and recommendations for creative content • Work with other teams in the organisation to develop content and gain approvals from the appropriate functions • Be an advocate for the organisation and support digital and social engagement in	influencer marketing – best practice, latest trends and platforms to use. • Create and lead on an annual calendar of social media and influencer content activations that feed into and support to overall aims of the organisation • Contribute towards creative ideation and execution for reactive trending and influencer content that will position TfGM as innovative and industry-leading on social media • Proactively approaching community management to be more strategic and insight driven. Suggesting new and improved ways of growing and interacting with our audience
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		accordance with the TfGM tone of voice • Assist with ensuring that content is accessible and best practice is applied	
2.	Capturing images and audio using basic equipment / software	• Receive and post assets on TfGM and partner influencer social media channels such as images, video and audio files • Attend events off-site to help capture content • Work with other teams in the organisation to help develop assets • Help to ensure assets are accessible and best practise is applied	• Actively assist in briefing and producing high quality image and video output for use on TfGM channels in support of campaigns, reactive/trending or other organisational requirements making use of tools such as Adobe Suite and CapCut where needed • Play a more active role in directing the content capture at off-site shoots and events
3.	Assisting in planning campaigns and content for TfGM social media channels	• Support with research and brainstorming of new ideas and concepts to meet briefs • Attend planning sessions/meetings • Ensure deadlines are agreed and met • Attend regular meetings with the Social Media team	• Regularly inform and update colleagues of the latest best practice and creative approaches in the field of influencer marketing and community management and advice how this

		and wider Brand, Design and Digital team • Be aware of the latest social media trends that would be suitable for TfGM and influencer content	can be put to use within campaigns. • Actively distribute and share knowledge of the latest trends and best practice approaches within social media and wider teams
4	Analysing website and social media statistics to help inform the further development of TfGM's social media and influencer strategies	• Use industry tools and assist with monitoring and measuring social media content, campaign and channel performance and activity • Make suggestions for how content could be improved and highlight any key trends or learnings • Keep up to date with social media and reporting trends • Feeding back to the wider team on the performance of influencer content	• Set benchmarks and targets for influencer content based upon data, research and experience to provide advice on ROI for clients and other stakeholders within the organisation
5	Influencer management	• Start building and maintaining a database of influencers we use as an organisation • Build relationships with influencers directly or with	• Look at tools to help improve how we manage influencer relationships • Develop strategic and commercial approach to

		their representatives • Ensure content received back meets the brief	using influencers to get the most out of contracts and making judgement calls around value and ROI • Write and distribute briefs and review influencer outputs against it
6	Use industry standard tools and content management systems to manage content	• Assist with scheduling social media content using tools such as Meta Studio • Develop competence and knowledge of these tools • Partake in training as required	• Provide training for other colleagues on social media and influencer platforms as required. • Identifying own knowledge gaps and being proactive in identifying training to fill them
7	Effective legal compliance in all social media	• Help to ensure that all appropriate legal rights are respected in relation to the creation and presentation of and access to TFGM's social media feeds	
Compulsory Outputs (COs) <i>these set out what must be achieved for the post holder to be successful in the role</i>		Key Actions <i>These set out how the COs will be achieved – the activities required.</i>	
C1	Ensure you comply with all applicable organisational	• TfGM Safety Management System (in particular section SMS 201 Roles and Responsibilities) • Dignity at Work policy;	

	legislation and policy:	• Information assurance and security in line with Cabinet Office requirements; • Risk management • TfGM policies and procedures • Equality and diversity legislation • TfGM Vision & Values • Act in accordance with TfGM's behaviours and competencies
C2	Any other reasonable duties as required from time to time	• Occasional out of hours cover

Key Interdependencies

Key Contacts	Brand, Digital and Design Team Strategic Communications and Partnerships and Engagement TfGM Managers and Heads of Service
Direct reports	N/A
Budgetary responsibility	N/A
Location	TfGM, 2 Piccadilly Place, Piccadilly, Manchester M1 3BG

Office Use Only	Updated	Updated	Updated	Updated	Updated

Assistant Communications Officer, Social and Digital (Knowledge, skills and experience required at selection stage)	
E	Essential Experience:
E1	Experience of using and developing content for social media platforms such as Instagram, Snap Chat, Facebook, and Twitter
E2	Knowledge of digital approaches including intermediate level of experience of using Windows based packages, including Word and Excel
E3	Ability to work as part of a team and with equal ability to work effectively on own initiative
E4	Ability to manage a number of competing tasks to tight deadlines
E5	Knowledge of social media trends and how social media platforms can be used by organisations
E6	Excellent writing and language skills with a high level of attention to detail
D	Desirable experience:
D1	Knowledge of operating basic video and photography equipment
D2	Experience of interpreting data/attention to detail
EQ	Essential Qualifications – Technical, Vocational or educational:
EQ1	GCSE Grade C /Grade 4, or equivalent, in Mathematics and English
EA	Essential Attributes:
EA1	Able to demonstrate a passion for social media
EA2	A clear understanding of the work programme and the contribution expected of you and your colleagues
EA3	Ability to work effectively as part of a team, contributing to team objectives and supporting colleagues to deliver an effective service
EA4	Confidence to highlight any issues and suggests solutions or new ideas
EA5	Personal behaviour that is in line with TfGM's statement of values and behaviours
EA6	Punctual and attentive
EA7	Pride in consistently delivering work to required standards