

It starts with community

The National Lottery Community Fund
Role Profile



Social Media Manager

Directorate: Communications, Impact and Influence

Department: Communications and Engagement

Role/Competency level: Level 3

Reports to: Head of Media



Role Profile: Social Media Manager

Role purpose

Our communications celebrate and promote the power of communities to strengthen society and improve lives, bringing to life the story of National Lottery funding. In doing so, we increase the Fund's impact and boost engagement with its core missions. And we strengthen the Fund's position and influence with decision-makers, policymakers and partners.

You will establish the Fund and its key leaders as an authoritative and interesting voice on community power across social platforms. This will shape the public conversation about social change and inspire more people to take community action, using social listening to spot emerging needs and trends that shape our grant-making.

Responsible for the Fund's social footprint across all four nations of the UK and for building our social media presence, you will work with Content Managers, Communications Managers and Officers to deploy expert storytelling and creative content across targeted organic and paid strategies. Working with Allwyn UK, you will show National Lottery players the difference their money makes in every part of the UK. Your work should also support efforts to encourage funding applications from underserved communities, and showcase grantholder impact.

In all of this, you will work with marketing, strategy and stakeholder engagement colleagues to ensure integrated planning and execution across the Fund's channels.

Our teams are based across the UK, so you will be required to travel regularly to attend meetings and spend time with Fund colleagues.



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Key responsibilities

- Lead on the delivery of the Fund's owned social media strategy, managing channels and creating and scheduling engaging content that aligns with our missions and key audiences
- Work with Media and Marketing colleagues to ensure integrated campaign delivery across all channels.
- Boost the social visibility and authority of the Fund's senior managers, in line with the executive positioning plan.
- Provide expert counsel as the Fund's single point of contact on social media, advising on all outputs, trends and insights. As part of this, establish good practice processes and guidelines, including crisis management and out of hours protocols.
- Use social listening tools and analytics to shape our approach and measure success against objectives.
- Manage budgets and agency relationships to maximise reach and impact
- Manage one communications officer



Role Profile: Social Media Manager

Knowledge, skills and experience

- Deep understanding of social media platforms with demonstrable knowledge of good practice and trends in content creation and distribution.
- Proven experience in planning and executing multi-channel social campaigns aligned to organisational strategy, ideally in the public sector.
- Strong content creation and storytelling skills in digital-first formats. Excellent oral and written communicator.
- Demonstrable success in using social media analytics and audience insight to drive engagement.
- Experience managing paid social media campaigns and agency relationships.
- Experience in people management
- Project management skills; confident working in a matrixed organisation with competing deadlines
- Demonstrable evidence of continuous professional development.
- Desirable: Understanding of the voluntary, community and social enterprise sector would be advantageous but is not essential
- If the role is based in Wales, or supports customers or colleagues in Wales, an understanding of Welsh language legislation and the Welsh Language Standards of the Fund is required.



Role Profile: Social Media Manager

Role competencies: Level 3

- **Strategic direction**
Understands and communicates how own work and work of the team, supports wider objectives and meets the diverse needs of stakeholders. Aligns own actions with directorate and organisational goals.
- **Leading our culture**
Recognises and values individual contributions and puts in place support for well-being of individuals within the team, including consideration of own needs.
- **Working together**
Designs team processes to remove silos and nurture a culture of mutual support, driving higher performance across interconnected teams. Adjusts personal work styles and practices accordingly.
- **Delivering quality results**
Clearly communicates desired results and ensures individuals are supported and feel motivated to achieve what is expected.
- **Diligence and control**
Manages teams and own duties in line with set expectations and policy and/or regulatory considerations. Ensures corrective action is taken where necessary.
- **Developing self and other**
Takes time for own personal and professional development as well as supporting development needs of team members. Ensures self and team members have a Personal Development Plan to help achieve goals.

Our Values



We are inclusive

We know that communities and organisations are stronger when everyone can participate and work to increase inclusion.



We are ambitious

We believe in the power of community and connection and are ambitious for its potential. We support people and communities to shape the future and lead change.



We are impact focused

We are inspired by communities and learn with them. We listen, reflect and use evidence to improve knowledge, inform action and increase impact.



We are adaptable

We welcome and embrace new ideas and ways of working.



We are compassionate

We work with care consideration and humility.