

Job Description

Job title:	Social Media and Digital PR Manager
Directorate:	Strategy and Communications
Location:	Head Office
Accountable to:	Senior Head of Communications
Accountable for:	N/A
Pay grade:	Band 7
Type:	Full Time, Permanent

Values Framework

All staff are expected to know and understand the values of the organisation and uphold these values whilst at work.

- Together
- Focused
- Bold
- Personal

Overview of Role

The Social Media and Digital PR Manager will develop, oversee and help execute the social medial and digital content strategies, while also being hands-on responsible for the charity's online public relations.

Key Responsibilities

Leadership & Management

Foster a collaborative and innovative team environment.

Conduct regular online marketing performance reviews and lessons learnt.

Work alongside the Performance Marketing Specialist, Senior Digital Campaign Officer, PR and Communication Officer and colleagues in the Creative and Content team to deliver online growth.

Social Media Strategy

Develop and implement a robust social media growth and engagement strategy.

Identify key performance indicators (KPIs) and set measurable goals.

Stay updated with the latest social media trends and best practices.

Content Creative and Management

Collaborate with the creative team to produce high quality, engaging and relevant content for all social media channels.

Be hands on in the creation of multimedia content for email campaigns, social media and our brand website, including creating engaging images and videos.

Develop our online identity, while ensuring brand consistency in tone, voice, and terminology.

Integrate SEO best practice into content creation to improve online visibility and rankings.

Community Engagement

Monitor and respond to appropriate comments, messages, and mentions across relevant social media channels.

Cultivate relationships, boost loyalty and foster a positive and active online community.

Ensure supporter queries and issues are addressed promptly and professionally.

Analytics and Reporting

Track, analyse, and report on social media performance metrics.

Use data-driven insights to optimize content and strategy.

Prepare regular reports for senior management.

Public Relations

Develop and maintain relationships with key online media contacts and influencers, securing coverage to help achieve the charity's aims.

Create, coordinate and manage online PR campaigns and initiatives to maximise engagement and exposure.

Alongside the PR and Communications Officer, write and distribute press releases and other PR materials.

Work with the Senior Head of Communications to develop and implement a robust PR strategy.

Other Duties

Undertake any other reasonable duties as may be required from time to time.

Risk Management

As an employee of the Charity, the postholder is required to be risk aware and readily able to identify risks faced in the course of day-to-day duties. Where a new risk is identified it is to be reported through the postholder's line manager.

Infection Prevention and Control

Maintain an up-to-date awareness of the Infection control procedures relevant to your area of work and implement these in practice. As a minimum this must include hand hygiene and the use of personal protective equipment as appropriate.

"As a healthcare environment, and for the health and wellbeing of our staff, veterans and visitors, we encourage everyone at Combat Stress especially professionals that are veteran facing to take up the offer to be fully vaccinated against Covid-19"

April 2025

Signature of postholder

Print name

Date
