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| Job title | Social Media Co-ordinator | | |
| Job family | Marketing and Audiences | Band | B |

Job purpose

The Social Media Coordinator assists Social Media Executives and/or Social Media Managers in managing one or more social media accounts.

The role will deliver a coherent, consistent social media experience for audiences, working closely with the Social Media Executive and Manager and other social roles to ensure each account delivers on the agreed social strategy, maximises engaged reach with the account's target audiences, delivers content of the highest creative quality, and drives traffic around the BBC portfolio. This role will work closely with other social, M&A, Content and Production roles, and other relevant BBC and external teams, to maximise the impact of their social accounts.

Key responsibilities and accountabilities

Strategy

- Provide creative planning and idea generation for social media content and campaigns, with the guidance of Social Executives, Managers and other relevant social roles.
- Support the Social Media Executive/Manager in working with Planning, Marketing & Commissioning to turn marketing and programme briefs into digital/social activation
- Remain abreast of industry trends, digital developments and competitor activity and feed in new thinking
- Develop fresh and innovative creative approaches to curating social media content, utilising existing and new tools

Production

- Produce digital assets (images, gifs, video) that can be used across social media platforms, using relevant audio/video hardware, native social platform tools and relevant multimedia software (such as Adobe CS).
- Work closely with digital production teams to ensure optimised assets are produced for the social accounts
- Optimise digital assets for social, including editing aspect ratio and dimensions, adding captions, transitions, motion graphics etc.
- Produce copy that is optimised for social platforms and formats, in line with the account's approved style guide and tone of voice.

Editorial

- Support the Social Media Executives/Managers in managing the account's editorial plan, including creating/curating, scheduling and targeting content, ensuring that it supports both the overarching strategic priorities and meets audience needs
- Ensure editorial content supports the account's brand values and is consistent with the agreed editorial style and tone.
- Make use of social media platforms and tools to source, edit and curate social content

Community Management

- Support the Social Media Executives/Managers in generating, curating and owning conversations on the channel's social media accounts in line with their agreed social media strategy.
- Moderate off-site conversations with audiences and escalate issues to the Social Media Executive/Manager, Head of Social and other senior stakeholders as required.
- As agreed with the Social Media Manager, and within contractual weekly hours, work out-of-hours shifts (evenings and weekends) to ensure that social activity supports programme priorities.
- Work with Moderation Services, Editorial Policy and other support teams to develop appropriate responses to editorially sensitive comments
- Engage with influencers and brands to drive social engagement

Augmentation

- Work closely with Media Engagement teams to ensure best practice in terms of reaching audiences and to identify new opportunities on social platforms
- Work closely with Marketing Managers to ensure the off-air paid for digital advertising campaigns are aligned with social media activity
- Work closely with Comms and Publicity teams to ensure timely release of information
- Work collaboratively with third party agencies as required
- Collaborate with internal and external social account teams to ensure that strategy and editorial plans are aligned, and engaged reach is maximised.
- Support the Social Media Executives/Managers in identifying key on-screen and online influencers on social media to enrich the channel's social conversations and grow reach.

Measurement

- Contribute to regular reviews with colleagues and stakeholders to review core campaign output
- Use social listening/measurement/insight tools and dashboards to generate and share social data with relevant stakeholders
- Work closely with social media analysts and planners to provide insight on social media activity performance
- Monitor performance of the social media channels on a day to day basis and report to the Social Media Manager and other key stakeholders as required

Governance

- Ensure all social activity is correctly complied (as per BBC Brand guidelines) and is in line with BBC Editorial Guidelines.
- Escalate compliance to appropriate Grade9+ roles across Social, Marketing, Content, Production, Editorial Policy and other support roles where relevant

General

- Drive efficiency and effectiveness in everything the BBC delivers to provide value for money for BBC licence fee payers
- Comply with all relevant BBC safety rules, procedures and guidelines, and be aware of responsibilities under the BBC safety policy

- Comply with the BBC's policies on Diversity and to apply the principles of the policy when carrying out the role
- Contribute to making the BBC and M&A a fantastic place to work and to attract and motivate the best people.

Knowledge, skills, training and experience

Essential

- Ability to work on own initiative whilst seeking appropriate input as required
- A highly analytical approach, able to critically evaluate ideas and information
- Strong research skills, able to identify opportunities and follow through
- Excellent Adobe CS video/image editing skills; attention to detail with good editorial judgement, accuracy and sensitivity.
- Experience of using Excel/Google Docs to create and manage planning documents in a team environment.
- Strong web and computer literacy. Experience of creating shareable visual content for social media channels using new and emerging technologies.
- Highly organised and efficient
- Effective written and verbal communication, with good presentation skills
- Able to embrace change, and make improvements to working practices
- A team player, able to collaborate across organisational boundaries.
- Passion and a good understanding of the BBC's output.
- Ability to meet and set targets and deadlines whilst managing a wide range of concurrent activities
- Digital Media industries (in particular broadcasting) and ideally the BBC's organisational structure and policies – such as fair trading, editorial policy & compliance.

The Social Media Co-ordinator will be expected to have a good understanding of the digital / broadcasting industry or an industry with similar brand facing business. In this context they will need to demonstrate knowledge and experience of:

- Creation and delivery of social media assets within broadcasting or an industry with a similar brand facing business
- Experience assisting and managing on all aspects of a social media account
- A good record of creative achievement and driving creative innovation
- Strong research skills
- Managing stakeholder relationships
- Digital marketing and an appetite for social-networking

Desirable

- Developer skills where relevant to social media and digital production
- Design and 3D CAD modelling skills
- Self-shooting and presenting skills and experience
- Paid social media campaign experience
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Job impact
 Many Staff in the Social Media team provide dedicated support to a particular service or genre. There is a requirement, however, for all staff to work flexibly across all media and genres. This includes contributing to ad hoc projects or providing longer term support in a different area. Any changes will be discussed with the individual concerned taking into account their interests and abilities.

| Other information | |
|---------------------------------|-----------------|
| For Reward team use only | |
| Job Code | |
| Definition: | Content Support |

This job description is a written statement of the essential characteristics of the job, with its principal accountabilities, incorporating a note of the skills, knowledge and experience required for a satisfactory level of performance. This is not intended to be a complete, detailed account of all aspects of the duties involved.

Appendix

There may be sub-sets of the generic job described above which require additional technical skills. This appendix to the generic job description can be developed to cover such situations.

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| Title | Social Media Coordinator, Content |
| Division | M&A |
| Reports to (title) | Social Media Manager, Masterbrand |
| Location base | Broadcast Centre, W12 / Remote |

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| Organisation structure | <p>The ‘Social Media Coordinator, Content’ roles are specialist community management roles that sit within the Content Social team, reporting directly to the ‘Social Media Manager, Masterbrand’.</p> <p>The roles have a remit to support the Content Social accounts by engaging directly with their audiences on social platforms.</p> <p>The role is part-time, on a 12-month Fixed Term contract.</p> |
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| Additional job specific responsibilities and accountabilities | |
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| | <ul style="list-style-type: none"> • To write brilliantly witty and engaging copy appropriate to social media platforms • To manage online communities day-to-day • Support the Social Media Executives/Managers in generating, curating and owning conversations on the channel’s social media accounts in line with their agreed social media strategy. • Moderate off-site conversations with audiences and escalate issues to the Social Media Executive/Manager, Head of Social and other senior stakeholders as required. • As agreed with the Social Media Manager, and within contractual weekly hours, work across a rota of day, evening and weekend shifts to ensure that social activity supports programme priorities. • Work with Moderation Services, Editorial Policy and other support teams to develop appropriate responses to editorially sensitive comments • Engage with influencers and brands to drive social engagement • Provide real-time social listening and insight to Editorial teams |

| Approval | |
|----------------------------|---|
| Manager | Daniel Kelsall, Head of Social, Content |
| HR Business Partner | Juliet Paull |
| Date | |

