

BBC Children in Need

Social media community placement

Department: Marketing & Fundraising

Duration: August 28th to November 17th 2017

Background:

BBC Children in Need is the BBC's UK Charity. Our vision is that every child in the UK has a safe, happy and secure childhood and the chance to reach their potential.

The charity supports projects working with disadvantaged children and young people in the UK and has the following strategic aims:

- To be a great fundraiser
- To be a great story-teller
- To be a great grant maker
- To be a great organisation

Last year we received over 3,400 applications and awarded 1,400 grants to the value of £51.4 million.

Within the charity, our focus is on inspiring ideas that change children's lives. Whether this is generating great ideas or inspiring others to develop them, this is at the heart of our ethos.

This role sits within the Marketing & Fundraising team and will focus on supporting the Marketing Officer with managing the social media community

Main duties:

To monitor the BBC Children in Need social media accounts (Facebook, Twitter, Instagram, YouTube) and respond to our audience; replying to questions, offering encouragement etc.

To check and post social media content posts provided by the Content Producer.

To review the discussions around BBC Children in Need and related programmes on our and other social channels and highlight engaging and interesting content that can be used to produce creative content.

Skillset required:

- Fantastic and creative copywriting skills and an ability to write within a pre-defined tone of voice.
- Great attention to detail with an ability to spot and correct errors in copy and video.
- An understanding of social platforms, how they differ and how to tailor content to them.
- A passion for social media in daily life and an understanding of social media trends.
- Desirable: experience monitoring and managing an online community.