

Job title	Social Media Executive		
Job family	Marketing and Audiences	Band	C

Job purpose

The Social Media Executive works alongside the Social Media Coordinator and assists the Social Media Manager 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 Coordinator and Manager and other social and digital 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.

Where there is no dedicated Social Media Manager for a specific account, and where appropriate, the Social Media Executive may also act as the editorial lead for a social account, set account strategy and represent the account to senior stakeholders with the close support of other relevant G9+ roles.

Key responsibilities and accountabilities

Strategy

- Support the Social Media Manager in producing creative briefs for internal and external digital production teams employed to develop social media campaigns and to lead this work from end-to-end ensuring collaborative relationships between multiple stakeholders
- Provide creative planning and idea generation for social media content and campaigns, with the guidance of Social Managers and other relevant social roles.
- Assist the Social Media 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.
- Produce/host content for live broadcasts with the close support of relevant production, editorial and/or support roles.

Editorial

- Support the Social Media Manager in running social creative campaigns, liaising with digital production, media engagement and third parties as required and ensuring that all work is aligned with relevant strategies and production plans
- Support the Social Media Manager 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/user needs
- Make use of social media platforms and tools to source, edit and curate social content
- Ensure editorial content meets audience needs, supports the account's brand values and is consistent with the agreed editorial style and tone.

Community Management

- Support the Social Media Managers/Coordinators in generating, curating and owning conversations on the channel's social media accounts in line with the agreed social media strategy.
- 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.
- Moderate off-site conversations with audiences and escalate issues to the Social Media Manager, Head of Social and other senior stakeholders as required.
- 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
- 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 Managers in identifying key on-screen and online influencers on social media to enrich the channel's social conversations and grow reach.

Measurement

- 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
- 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

Governance

- Provide day-to-day task management of the Social Media Coordinator(s) including setting out clear responsibilities, objectives and performance standards.
- 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 relevant 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

- Strong project management ideally within a social media environment
- Evidence of having run social media accounts, either from scratch or inherited
- Excellent Adobe CS video/image editing skills; attention to detail with good editorial judgment, accuracy and sensitivity.
- A highly analytical approach, able to critically evaluate ideas and information
- Adept at optimising paid performance media campaigns
- Effective written and verbal communication, with good presentation skills
- Able to embrace change, and make improvements to working practices
- A successful team leader, able to manage self, campaigns and campaign teams within a complex matrix environment
- A level of interpersonal and communication skills sufficient to enable the post holder to influence senior internal and external stakeholders.
- Understanding of editorial and other compliance policies
- Understanding of BBC Brands, knowledge of the broadcasting industry and a demonstrable interest in its output
- An impressive record of creative achievement and driving creative innovation from team members within a digital space

The Social Media Executive will be expected to have experience within the broadcasting industry or an industry with similar brand facing business. In this context they will need to demonstrate knowledge and successful experience of:

- Running social media accounts on a day-to-day basis
- A strong sense of editorial judgment, tone of voice, content creation
- Delivering outstanding and innovative digital marketing campaigns
- Excellent video/image editing skills; attention to detail with good editorial judgment, accuracy and sensitivity.
- Strong web and computer literacy. Experience of creating shareable visual content for social media channels using new and emerging technologies.
- Working with in-house and third party creative resources
- Driving collaboration across organisational boundaries
- Managing critical stakeholder relationships

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

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.

Division	M&A - Social Media Executive, BBC Four
Reports to (title)	Social Media Manager, BBC Two, Four and iPlayer
Location base	NBH

Organisation structure	
<p>The ‘Social Media Executive, BBC Four’, sits within the Content Social Team, reporting directly to the Social Media Manager, BBC Two, Four and iPlayer. The role may have task management responsibilities for other junior members of the team. The role has a remit across all BBC Four content that has the potential to reach and engage Content’s underserved audiences.</p>	

Additional job specific responsibilities and accountabilities	
<ul style="list-style-type: none"> • The Social Media Executive works alongside the Social Media Manager in managing one or more social media accounts. • and digital 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. • Create and curate social content for the BBC Four social media accounts, including the management of high priority campaigns. • Collaborate with other BBC and external social teams, and other third parties, to extend the reach of BBC Four content on social platforms. • Work closely with the BBC Four Marketing team, Media Planning and other M&A teams, to align plans around priority programmes. • Work closely with Production and digital production teams to develop social media assets and plan/guide social media activity. • Work closely with, and report directly to the Channel to ensure they are across BBC Four’s social media plans, output and performance. • Influence and implement BBC Four’s strategic and creative development in the social space. 	

Approval	
Manager	Richard Lally Social Media Executive, BBC Two, Four and iPlayer
HR Business Partner	Bridget Kane



Date	August 2019
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