


Job Title	Social Media & Projects Officer	
Reports To	Chief Executive	
Starting	Early 2024	
Salary	£28,000 - £32,000 (Pro Rata) <i>based on experience</i>	
Location	Hybrid working split between the office in Romford and home (<i>negotiable</i>)	
Hours	28 - 35 Hours/Week (<i>negotiable</i>)	
Job Purpose	<ul style="list-style-type: none"> • Establish and nurture relationships with members of the lupus patient community to collaborate in the development of online content. • Highlight the charity's resources and services by developing engaging online content. • Curate the charity's social media schedule to suit the needs of our target audiences and keep them informed of the charity's activity. • Monitor posts on our various social media platforms, responding to enquiries. • Identify opportunities to increase visibility and engagement with our social media accounts and website to raise the profile of the charity. 	
Working Relationships	Internal All staff within the charity, Trustees, Volunteers and other Members and Supporters as appropriate.	
	External Beneficiaries, supporters and enquirers. Healthcare professionals and NHS staff. Partners within other third sector organisations. Researchers.	
Additional Information	Occasional evening and weekend working and travel will be required.	

Key Responsibilities and Tasks

- Develop LUPUS UK's social media strategy and online content with the aims of:
 - Empowering people with lupus to share their experiences.
 - Raising awareness and improving understanding of lupus.
 - Signposting people with lupus to helpful resources.
 - Increasing engagement (supporters sharing information about our resources and services).
 - Boosting our following (reaching a larger audience).
- Daily engagement with posts (liking, commenting and/or sharing our supporters' posts).
- Providing information and guidance to enquiries received through social media platforms and emails.
- Moderate LUPUS UK's HealthUnlocked community forum, assisting with enquiries and signposting to information and support resources.
- Produce content and edit LUPUS UK's quarterly E-Newsletter.
- Collaborate with the Health Information Officer to develop website content to improve service-user experience and better demonstrate the work of the charity.
- Maintain the website's fundraising pages and shop to ensure they are up to date.

- Maintain good communication and nurture relationships with supporters. This includes establishing relationships with bloggers, influencers and content creators within the lupus community.
- Nurture the relationships with LUPUS UK’s Ambassadors, identifying suitable ways for them to contribute to the charity’s work.
- Provide opportunities for supporters to share ideas and use their feedback to continue the ongoing development and improvement of resources and services.
- Develop of posters and campaign materials for World Lupus Day and Lupus Awareness Month.
- Work alongside the Fundraising Manager in the creation of new fundraising campaigns i.e. 31-Mile Challenge, 10 Day Challenge, #BakeUsHappy
- Assist the Health Information Officer in sharing updates about lupus-related news and research findings.
- Advertise fundraising events and opportunities.
- Assist researchers in recruiting participants for their studies via social media.
- Shared responsibility for answering helpline calls and assisting with enquiries.
- The job holder is required to follow and comply with all policies and procedures of LUPUS UK which includes the Charity’s Health and Safety and Safeguarding procedures, ensuring personal safety and the safeguarding of the interests and safety of all staff, volunteers, beneficiaries, and others.
- Uphold the values of LUPUS UK.
- Carry out other duties relevant to your post as reasonably required by management.

This job description is not exhaustive and serves only to highlight the main requirements of the post holder.

Person Specification and Requirements of the Job	
Knowledge /Skills	<ul style="list-style-type: none"> • Familiarity with LUPUS UK and its culture. • Experience of involving key stakeholders, including those living with a long-term health condition, in the development and delivery of services. • An up-to-date understanding of the social media climate and how it can be used effectively to benefit our community and contribute to achieving the charity’s objectives. • Passion and creativity for developing effective and engaging online content in a range of formats. • Experience of working within the third or public sector, preferably within health, social care, or disability. • Excellent organisational skills. • Excellent communication skills and a proven ability to develop effective partnership working. • Excellent written and verbal communication skills, with the ability to communicate effectively in a wide range of media and audiences. • Willingness to undertake occasional weekend and evening work. • Experience working with volunteers. • Understanding and experience of GDPR in practice. • Able to deal with confidential data and demonstrate discretion. • Experience of working within a team.

Disposition	<ul style="list-style-type: none">• Passionate about the work of LUPUS UK.• Excellent interpersonal and networking skills, able to influence/persuade a diverse range of stakeholders and facilitate strong relationships with people inside and outside the charity.• Ability to be self-motivated, with a pro-active approach to problem solving.• Flexible and capable of balancing a range of tasks.• Able to display patience, sensitivity and calmness in the face of periodic pressure and conflicting priorities.• A flexible and non-judgemental approach to people and work.• Proactive in highlighting opportunities for development.• Can handle and implement change and take on board constructive criticism.• Well organised with a good attention to detail and the ability to meet deadlines.• A positive can-do attitude and willingness to help, when necessary, with tasks outside the normal duties.• Resilient and optimistic.
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