



JOB DESCRIPTION

JOB TITLE : Social Media Officer

ORGANIZATIONAL SCOPE

Department / Section : Office of the Secretary General
 Reports to : Communications Office
 Supervises : Communications Office

BASIC PURPOSE : The role is to support the organization’s communications strategy through the use of social media. To be responsible for building the online community through the organization’s social media profiles such as Facebook and Twitter. This is a public facing frontline role communicating key messages and managing reputational risk in a very public arena.

This high profile role reflects the views of the organization and needs to manage social media campaigns to correct false views, mobilize support and respond on an individual and group basis. This post has a significant responsibility in being the very public face of the organization.

MAJOR RESPONSIBILITIES

KEY RESULT AREA	DUTIES AND RESPONSIBILITIES	TIME SPENT Percentage
Online Community Building	<ol style="list-style-type: none"> 1. Write and monitor social media guidelines and policies for staff, volunteers, stakeholders and social media managers. 2. Contribute to the development and delivery of social media strategies. 3. Be available at short notice out of hours to provide communication support to the council as necessary during emergencies 4. Daily management of social media communication with supporters and influencers to build brand advocates 5. Monitor and moderate comments from supporters and followers 6. Source and create new content as well as managing content from other offices and departments to ensure consistent messaging and quality control 7. Promotion of corporate values 8. Ensure that confidentiality is maintained at all times, including around highly-sensitive media issues 	35%

KEY RESULT AREA	DUTIES AND RESPONSIBILITIES	TIME SPENT Percentage
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Reputation Management and Analysis	<ol style="list-style-type: none"> 1. Daily monitoring of social media activity, providing detailed weekly and monthly reports and analysis using online monitoring tools 2. Respond to supporters/followers inquiries and complaints received via social media, ensure all responses are timely, in-line with policy and handled sensitively 3. Advise both the Communications team and other departments on social media best practice and make recommendations 	<p style="text-align: right;">30%</p>
Measure and analyze	<ol style="list-style-type: none"> 1. Measure results on a weekly basis. Monitor trends in Social Media tools, applications, channels, design and strategy 2. Analyze campaigns and translate qualitative data into recommendations and plans for revising the Social Media campaigns 3. Monitor effective best practices for measuring the impact of Social Media campaigns. Analyze, review, and report on effectiveness of campaigns in an effort to maximize results 	<p style="text-align: right;">25%</p>
Coaching and Training	<ol style="list-style-type: none"> 1. Train Social Media managers of the local PRC Chapters 	<p style="text-align: right;">10%</p>

JOB SPECIFICATIONS

Minimum Education : BS in Communications, Marketing, Business, New Media or Public Relations

Experience Required :
 1. Proven working experience in Social Media or related field
 2. Excellent consulting, writing, editing, presentation and communication skills
 3. Knowledge of online marketing and good understanding of major marketing channels

Competencies :

- **Core competencies**
 1. Active and well-rounded personal presence on social media, with a command of each network and their best practices.
 2. Excellent communicator and creative thinker, with an ability to use both data and intuition to inform decisions.
 3. Positive attitude, detail and customer oriented with good multitasking and organizational ability
- **Technical competencies**
 1. Able to demonstrate an understanding of the wider communications opportunities of social media

- 2. Understand how content works on a social web
- 3. Community management
- 4. Optimizing content and technology
- **Universal competencies**
 - 1. Able to build effective working relationships with internal and external stakeholders
 - 2. Leadership and communication skills
- **Critical competencies**
 - 1. Creative mindset
 - 2. Analytical skills

Equipment Used : For regular days: desktop or laptop, internet connection
 During events: laptop for monitoring, internet connection, smartphone for taking photos, smartphone for live stream, live videos

Working Environment : Usual office environment with schedule field works.
 Possible deployment in disaster-stricken area.

Contracts :
 Internal: Department heads, photographer, graphic artist, writer, NFR/CSR, other staff
 External: Suppliers, Partner National Societies, IFRC, ICRC

Propose Accomplishment:

Daily: Social Media listening, Community Management, Monitoring of news, Learning graphics production, Development of Social Media branding handbook

Weekly: Social Media campaign evaluation, Strategy Planning

Monthly: Submission of Social Media report, Social Media Campaign

Prepared:
LYN V. GARCIA
 Incumbent's name

Reviewed:
RACHEL QUEENIE RODULFO
 Immediate Superior's

Name

Date: April 19, 2016

Date: _____

Final Review and Approval:

(Signature over Printed Name)

Date: _____

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- 3. Understand how content works on a social web
- 4. Community management
- 5. Optimizing content and technology
- 6. Universal competencies
- 7. Able to build effective working relationships with internal and external stakeholders
- 8. Practicing and communication skills
- 9. Critical competencies
- 10. Creative mindset
- 11. Analytical skills

Equipment Used

For regular days: desktop or laptop, internet connection
During events: laptop for monitoring, internet connection, smartphone for text, photo, microphone for live stream, live video

Working Environment

Usual office environment with schedule field work.
Possible deployment in disaster-stricken area

Contacts

Internal: Director, needs photographer, graphic artist, writer, NFR/CAR, other staff
External: Shapers, Partner National Societies, IERC, ICRC

Propose Accomplishment:

- Daily: Social Media list and Community Management Monitoring of news, learning graphics production, Development of social media branding handbook
- Weekly: Social Media campaign evaluation, Strategy Planning
- Monthly: Submission of Social Media report, Social Media Campaign

Name

Prepared:

LYN V. GARCIA

Inventor's name

Date: April 19, 2020

Reviewed:

RACHEL QUEENIE RODRIGO

Immediate Supervisor's

Date:

Final Review and Approval:

Signature of the Inventor:

Date: