Job Description: Communications and Social Media Officer

# Background of post

Over the last few years BfN have developed our approach to communications and significantly increased our social media and website profile and reach. We now have over 100,000 followers across our social media platforms and regularly reach tens of thousands of individuals with our content. We are keen to develop our communications, ensuring an independent, evidence-based and empathic voice and continue to build on strengths and progress made with even clearer and more powerful communication and social media campaigns and activity.

The Communications and Social Media Officer will help us design campaigns and update a website that will promote our reach, help us share and raise knowledge of breastfeeding in a clear, evidence-based and non-judgmental way and help us to grow our supporter base across relevant agendas.

The Breastfeeding Network provides breastfeeding peer support currently via a variety of channels, including face to face support at breastfeeding groups, online and through home visits and on the National Breastfeeding Helpline, involving paid staff and trained volunteers. Engaging and supporting BfN service teams in proactive and effective use of communications, is an increasingly key part of this important role and supporting an increasing number of mothers, parents and families online via social media.

All these services contribute to improving health outcomes by offering timely and accessible breastfeeding support and also contribute to reducing health inequalities.

We believe that thoughtful and engaging communications will enable those women who choose to breastfeed, access to appropriate support regardless of location, socio-economic situation, age, ethnic origin, beliefs, sexual orientation, gender, and ability.

# Main duties

* To take responsibility to ensure communications and media activity is planned against clear objectives and work is organised and adapted according to feedback.
* To manage existing social media accounts in a way that enables the BfN to continue to support parents, share relevant information and arrange consistent cover for these accounts when needed.
* In line with BfN priorities and strategy, to take advantage of relevant opportunities for developing BfN’s communications and social media presence to increase awareness of the organisation and the support available with parents, health professionals, wider communities, interested stakeholders and potential funders.
* To commission content for, co-ordinate and edit newsletters for BfN members and supporters.
* To maintain the BfN website, refresh content and with the help of colleagues, ensure it is kept up-to-date and contributing to impact.
* To help BfN respond effectively to meet demands for breastfeeding support by ensuring timely information about all of our relevant services.
* Work with the Chief Executive, Marketing Officer and others on making and reviewing plans for best use of existing and new social media channels to share information and raise issues important to the BfN, parents and partner organisations, in line with BfN strategy.
* Provide support for agreed BfN fundraising campaigns and plans
* Work with the CEO and the marketing officer to identify, create and engage with content to support our national campaign work and priority activities, including high profile events e.g. the BfN Conference.
* Work with internal and external partners to identify and create a wide range of interesting, relevant and useful content for the BFN blog and to develop the BfN blog function of the website.
* Support colleagues across BfN with varying levels of time, confidence and experience, to develop high quality and consistent communications and social media content for central and service-team use
* Help organise photoshoots where necessary, ensuring necessary compliance requirements are met.
* Implement BfN’s crisis communication plan and help moderate comments on BfN social media platforms, ensuring abusive, inappropriate or inaccurate information is dealt with/ removed as quickly and appropriately as possible
* Work closely and proactively with BfN services across the England, Scotland and Wales to ensure they are making best use of their social media channels and support them to be consistent with agreed BfN messaging and provide suitable and appropriate content for BfN’s national channels
* Inform, review and develop BfN’s social media and website policies and required training within BfN
* Develop and maintain our evaluation and tracking systems to measure the impact of social media and website activity informed by our reach
* Be responsible for tracking our reach on social media and sharing this data to produce relevant reports to the board and funders, as required.
* Maintain data confidentiality at all times
* Understand and comply with legal requirements and BfN Policies including Health and Safety, Information Governance and Safeguarding
* Identify, raise and help implement areas for improvement
* Undertake relevant training to help ensure our website, communication and social media work is as inclusive and diverse as possible and that we are maximising our reach on all relevant platforms
* Keep up to date with latest campaigns, discussions and trends on social media to ensure BfN is posting appropriate content

Person Specification: Social Media Officer

**Please refer to this document carefully when completing your application form and preparing for your interview. You must demonstrate how you meet the criteria on your application form.**

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| **Qualifications** | **Essential** | **Desirable** |
| Breastfeeding Supporter Registration with the BfN / other accredited BF support provider or currently in training to become a BF SupporterCommitment to complete peer support training/ transferring in training with the Breastfeeding Network.A strong personal commitment to BfN’s vision for all women and families can make informed decisions about breastfeeding, access help when they need it and become confident in their choices. A relevant qualification / equivalent experience in communications, journalism and/ or social media |  |  |

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| **Experience and Knowledge** | **Essential** | **Desirable** |
| Experience of supporting mothers face to face with breastfeedingExtensive knowledge of breastfeeding and infant feeding  |  |  |
| Experience of managing social media accounts for an organisation  |  |  |
| Experience of supporting individuals via social media (Breastfeeding related or other)Experience of updating a website and maximising its reach and impact |  |  |
| Relevant experience of working/ volunteering in a health / community setting Relevant experience of supporting the communications and social media of a wide variety of people with different levels of knowledge, confidence and time |  |  |
| Experience of working with diverse ethnic and social groups and a commitment to addressing barriers facing under-served communities  |  |  |
| Commitment to the BfN Code of Conduct and its application |  |  |
| Experience of writing for and editing a compelling and high quality newsletter  |  |  |

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| **Skills and Abilities** | **Essential** | **Desirable** |
| Ability to speak and write fluently in English |  |  |
| Ability to provide information and support in a non-judgemental fashion |  |  |
| Ability to organise and manage work independently |  |  |
| Ability to work effectively as part of a team |  |  |
| Excellent interpersonal and communication skills |  |  |
| Ability to work with people from different cultures sensitively |  |  |
| Ability to keep information confidential |  |  |
| IT skills including managing social media sites, Wordpress, design packages, plus Microsoft Office packages, Survey monkey etc. |  |  |
| Proven ability to manage and develop interesting, relevant and eye catching content for social media channels e.g. Facebook, Instagram, Pinterest, X (formerly Twitter), Canva etc. |  |  |
| Ability to maintain records, write reports, blogs and news content |  |  |
| Commitment to address barriers faced by people from a variety of experiences and backgrounds, through communications and social media. Demonstrable commitment to learn and keep knowledge up-to-date.  |  |  |