



Social Media Executive

Job description and organisational overview



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Job overview

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| Post: | Social Media Executive |
| Location: | 1 Lamb's Passage, London, EC1Y 8AB |
| Salary: | £25,000 p.a. |
| Closing date: | 28 th September at 9am (Interviews w/c 5 th October) |

Background

In the autumn of 1906, eleven men gathered around a table to witness the birth of the United Kingdom Evangelization Trust (UKET). Progressive for its time, UKET's primary function was to hold in trust resources generously given by its members for Christian based philanthropy.

Fast forward 114 years and Stewardship remains a progressive pioneer of generosity; receiving, investing and releasing over £70 million of charitable giving each year. Having undergone radical growth through numerous mergers, Stewardship is now proud to be the 8th largest faith based charity.

In recent times, Stewardship has started a journey of transformation; from a traditional transactional service provider, to an innovative and technically-orientated professional services company. The transformation has involved changing some of our core functions, with growth in the likes of IT, digital marketing, professional services and product development. We have a very strong donations processing platform developed and maintained by an outsource partner. Furthermore, we are actively growing our ability to connect with our clients and connect them to each other, to roll out our services using the ever widening array of device platforms and to create and change new products.

We are now recruiting for a Social Media Executive to be based at our central London office. This is an opportunity to work amongst a growing team, gain deep exposure to a variety of marketing activities and play a significant part in driving forward our mission.



Mission, vision and values

Our vision is for the world to encounter Jesus through the generosity of His church.

Our mission is **transforming generosity**:

We make giving easy and help over 33,000 individuals to give around £100 million each year, to our database of over 19,000 charitable causes. We help people organise all of their charitable giving from the first gift to the last, any amount at any age, using their Stewardship giving account. We are also a Payroll Giving agent and our online fundraising website, give.net, helps hundreds of causes raise more money each year.

We inspire greater generosity from the Christian community too, through our wealth of resources, courses and campaigns for individuals and churches alike. We challenge and provoke the church to teach more effectively on generosity. Our own generosity campaigns and resources, including the award-winning 40acts, attract thousands each year.

We strengthen Christian causes too, by offering practical, tailored financial and legal support to help Churches and Christian charities to transform the world. We offer a range of professional, legal and financial support services to churches, charities and individuals.

At our core, as believers in Jesus Christ, are the biblical values of:

Generosity

Integrity

Relationship

Excellence

IMPORTANT - Occupational Requirement (OR)

As a result of our Christian ethos, this post is covered by an Occupational Requirement (OR) under Part 1 of Schedule 9 to the Equality Act 2010. The successful applicant will be expected to be a practising Christian, with active membership of a local church congregation, and be able to clearly demonstrate a personal commitment to the mission, principles, values and practices contained in our Ethos Statement.



Job description

Overview

Our social media channels are an integral part of our inbound marketing strategy.

The Social Media Executive will be responsible for delivering social media content that furthers the mission of Stewardship. This will involve increasing our reach, engagement, leads generated and converted.

This role will manage and monitor social media channels which include Facebook, Instagram, Twitter and Linked In. They will measure success in this area, develop, recommend and implement improvements to the social media strategy and liaise with colleagues across the organisation to ensure social media plays an integral role in achieving our business objectives.

Main responsibilities:

Social media management

- Lead the development and delivery of the social media plan ensuring Stewardship's refreshed brand identity is appropriately managed and delivered across all Stewardship social channels.
- Maintain a proactive approach to ensure that steady growth and deepening engagement amongst our target audience is achieved resulting in leads generated and converted.
- Execute and develop Stewardship's existing social media strategy.

Content production

- Plan, create and deliver compelling short form content to support our regular programme of content delivery.
- Work with colleagues from across the organisation to create persuasive content that serves the needs of the business.
- Editing stories, publish and share content that supports wider marketing strategy and builds meaningful connections with our audiences.

Reporting and analytics

- Ensure appropriate monitoring is in place to manage social media account performance day to day.



- Provide regular reports and analysis on the performance of our content and strategy.
- Maintain awareness of social trends, innovations, and developments.

Person Specification

We recognise that to be great at your role there are certain characteristics that are important. And others that enable a good fit within our existing team, and culture.

- You will have a commitment to deadlines, and be able to plan and prioritise work.
- You will have an enquiring mind and the ability to learn apply new skills quickly and effectively.
- You be creative, show natural initiative and have great ideas.
- You will be a natural communicator, able to make the complex simple and easy to understand.
- You will have strong communication and interpersonal skills.
- You will be a self-motivated and confident decision make.

Your Experience

We believe in investing in talent and potential. Experience in most of the following will stand you in good stead.

- To have a working knowledge of creative tools, such as Adobe Illustrator, Photoshop, InDesign, Creative Suite and Final Cut Pro.
- Extensive knowledge of Social Media Platforms. Specifically, Facebook, Instagram, Twitter and Linked In.
- Experience working on social media for an organisation or brand.
- Experience of writing for social media and content creation.
- Experience of working to tight deadlines.
- Experience of proof reading skills and strong attention to detail.
- Computer literate; Microsoft Word, Excel and PowerPoint necessary
- Experience of writing copy

General

- Understanding of the charity sector (including larger Christian charities)



Working for us

Working hours:

This is a full-time post. Stewardship's normal office hours are 9am to 5pm, Monday to Friday, but you may be required to work on a flexi-time basis between 8.30am and 6pm in accordance with the needs of the organisation.

Annual leave:

27 days

Company benefits:

Stewardship offers a generous pension contribution; the equivalent of 10% of your gross annual salary, into a group personal pension scheme (applicable after 3 months service). A salary sacrifice scheme for personal contributions is also available.

Other benefits are available including childcare vouchers, subsidised gym membership, a matching scheme for charitable giving, and we always remain open to ways we can look after staff and create an environment where people want to work.

More details on staff benefits can be found at <https://www.stewardship.org.uk/about-us/working-for-us>.



Application process

Please complete your application online by visiting www.stewardship.org.uk/jobs and clicking on the link by the relevant job vacancy.

You will need to provide a copy of your C.V, along with a covering letter that demonstrates what you would bring to the role, the organisation, and how you fulfil the occupational requirement.

For further information, please contact Kofo Abidemi, HR Administrator

Address: 1 Lamb's Passage, London EC1Y 8AB

Telephone: 020 8502 5600 extension 307

Email: careers@stewardship.org.uk