

Social Media Community Manager at Sightsavers

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Company: JobWebKenya

Location: Kenya

Category: business-and-financial-operations

Job Description

(adsbygoogle = window.adsbygoogle || []).push({}); Sightsavers is an international organisation that changes lives for the long term. We work in more than 30 countries to eliminate avoidable blindness and support people with visual impairments to live independently. We do what we do because 80 per cent of blindness in the world is avoidable, and we think that's astoundingly unfair. We do it because people with disabilities deserve the same opportunities as everyone else. For more in depth information about our work and current projects, visit our policy and research pages

About the role

We are looking for a Social Media Community Manager to grow and manage a global community of online supporters and to develop and deliver social media strategy to promote Sightsavers' work. This is an exciting opportunity for a social media professional who has experience of using paid and organic social media to grow audiences and deliver engaging social media campaigns for a professional brand or organisation. You'll be passionate about using social media to make the world a more inclusive place and may be looking for the opportunity to develop your creative and strategic social media skills.

Key duties of the Social Media Community Manager role will include:

Community Management

Developing and leading on the delivery of Sightsavers' Global Social Media Approach on assigned channels

Protecting and enhancing Sightsavers' reputation globally, responding quickly and

effectively to potential reputational risks

Ensuring channel output is on-brand with a strong emphasis on accessibility and inclusion.

Content production and social media strategy

Managing the production of social media posts

Use audience insights to offer evidence-based solutions to communications problems and proactively contributing to communications campaign planning

Developing, implementing and evaluating social media strategy to communicate one of Sightsavers' thematic areas of work (eye health, neglected tropical diseases and disability inclusion)

Identifying opportunities to engage new supporters online

Social Media Community Manager Jobholder Requirements

Essential:

Proven track record of creative development and delivery of social media project or campaign management experience within a professional organisation

Excellent storytelling ability

Project management and content production skills, including photo and video editing tools (such as Adobe Photoshop/Premiere Pro or similar)

Experience in using international social media to grow, steward and convert an engaged supporter or customer base

Knowledge of national and international social media

Experience working with stakeholders to deliver strategic, audience-led social media communications

Ability to use learnings from social media monitoring and analysis to continually optimise social media content

Ability to work independently in a fast-paced environment.

Desirable:

Fundamentals of fundraising and campaigning within the INGO/wider charity sector

Experience setting an agile social media strategy

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