Social Media Manager

Hours: Full time position, 37.5h/week
Location: Remote or Findhorn, Scotland
Salary: £21,500-£24,500 plus 5-10% technical skills supplement

About Findhorn Foundation:
The Findhorn Foundation is a centre of transformational learning - shepherding individual and collective awakening. We offer practices and tools to build resilience in the face of current and coming global challenges, calling for more conscious ways of living and working, while being in relationship with each other and this planet.

About this role:
Social media at the Findhorn Foundation is about curating content and painting the picture of our vision and mission as part of a spiritual ecovillage. To be successful in this role, you must be skilled at managing digital communities and creating beautiful, engaging, and informative content that has local and global resonance.

About you:
- You are passionate about social media, digital marketing and seeking an exciting opportunity to be part of a world-renowned brand
- Have a keen eye for design and know how to translate brand across channels
- Ideally you can create your own graphics
- Have an ability to curate content across multiple platforms
- You are collaborative when aligning on goals and strategies and can work independently to implement them
- You stay up to date on cultural trends and social media best practices
- You can work with(in) the GMT time zone
- Remote is ok, but occasional on-site travel will be required
- You focus on efficiencies, improving processes and finding creative solutions
- You are curious, organised and detail oriented
- You value being part of a spiritual community
- You have a growth mindset - open to learning always

Key responsibilities:
- Develop a plan and set of goals and objectives for social media - including growing reach, engagement, and conversion across all organic channels
- Translate core organisational and marketing goals into channel and campaign requirements
● Align with content strategy and work with the Community Engagement Manager to get the stories and content you need
● Design and implement social media strategy and calendar in collaboration with the Communications and Marketing Lead and other key content strategists
● Write and edit engaging and relevant copy within Findhorn Brand & Style Guidelines
● Manage daily posting across all social media channels
● Monitor and respond to audience comments across all platforms
● Analyse and report on performance of key metrics and optimise and adjust strategy as needed
● Regularly identify and report on top-performing content and create a feedback loop around what's resonating with people to marketing and other departments
● Build and foster relationships internally to ensure cross representation of different offerings and voices on social media, especially from the local and broader communities
● Plan weeknight, weekend, and holiday social media publishing/scheduling and on-call coverage with the rest of the team

Requirements:

● 4+ years of social media management experience
● Experience in managing day-to-day strategy and execution of social media marketing ideally as a consumer brand
● Knowledgeable of key platforms that include Facebook, Instagram, Twitter, LinkedIn, Pinterest, TikTok, YouTube, WhatsApp
● Basic design skills using Canva or the like

Salary:

The salary is £21,500- £24,500 per year plus a 5-10% technical skills supplement

To apply:

Please send your CV and 1-page cover letter indicating how your experience aligns with this job description, to hr@findhorn.org.

Closing date:

Until position is filled.