## ROLE PROFILE

### Details:

<table>
<thead>
<tr>
<th>Details</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Job Title</strong></td>
<td>Social Media Marketing Manager</td>
</tr>
<tr>
<td><strong>Department</strong></td>
<td>Communications &amp; Marketing</td>
</tr>
<tr>
<td><strong>Base Location</strong></td>
<td>Remote or Scotland</td>
</tr>
<tr>
<td><strong>Reporting to</strong></td>
<td>Interim Marketing Lead</td>
</tr>
<tr>
<td><strong>Contracted Hours</strong></td>
<td>37.5</td>
</tr>
<tr>
<td><strong>Accountable For</strong></td>
<td>Social Media as a function and manages contractors as appropriate</td>
</tr>
<tr>
<td><strong>Salary Band</strong></td>
<td>B</td>
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</table>

### Overall Job Purpose

*Social media is a key channel to grow Findhorn's reach, drive engagement and conversion which ultimately supports new audience and revenue growth.*

### 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 Head of Marketing 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

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• 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 in terms of delivery of operational social media management
• Contribute to the creation and development of the Strategic Marketing Plan in conjunction with supporting the department in developing related marketing service budgets and financial initiatives.
• Actively participate at a strategic level in budget setting for marketing activities and manage relevant grant applications and related accounts
• Act as the FF ‘expert’ with regards to Social Media both internally across multiple departments ie philanthropy, on-line marketing etc and externally.
• On a spiritual level the postholder will be required to ‘hold’ the FF brand and communicate and demonstrate what FF is and about on a global scale, particularly when engaging with others.

**Key Relationships**

- Manage and liaise with relevant contractors within the marketing field
- The marketing and comms team, especially the Community Engagement Manager
- Programming/Education
- The wider Findhorn community
- Other revenue driving departments
- Other content generating departments
- Potential partners
- The full Findhorn social media audience

**Pastoral Responsibilities**

The role includes responsibility to embody the Foundation's spiritual principles as an example for others:

- Maintain awareness of the Foundation's spiritual principles and of your own spiritual life while engaging in your life and work within the Foundation
- Share your experience of living in the Findhorn Foundation transformational learning centre with fellow co-workers, community members and programme participants
- Offer guidance, care for others' spiritual wellbeing and support their spiritual enquiry, commensurate with your own experience
- Use and lead others in the Foundation's practices of attunement, meditation, sharing and celebration

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### General Duties Applicable to All Co-Workers

1. To undertake all duties and responsibilities in accordance with Foundation policies, including Equal Opportunities; Data Protection; Health & Safety; Safeguarding; Professional Practice and Quality and Financial regulations. To report any concerns to the appropriate person.

2. To fully embrace the Findhorn Foundation's spiritual beliefs and purpose, sharing your experiences with others and acting in accordance with the Common Ground.

3. Attend weekly departmental attunements.

4. Attend co-worker meetings (critical workload permitting).

5. To take full responsibility for your personal professional development and training.

6. To participate in the Foundation's Performance Appraisal Development Programme; agree an action plan; and undertake the required training in order to continually update skills and meet the requirements of the Foundation and Departmental Strategic Plans.

7. To undertake such other duties as may reasonably be required, commensurate with your role, at your place of work or other premises.

It is the practice of the Foundation to periodically examine co-worker's job descriptions and to update them to ensure they relate to the job as then being performed, or to incorporate whatever changes are being proposed. This procedure is jointly conducted by each manager, in conjunction with HR, with the co-workers working directly to the manager. You are expected to participate fully in such discussion and, in connection with them, to review and your job description to bring it up-to-date if this is considered necessary or desirable, and to discuss it with your line manager. It is the Foundation's aim to reach agreement on reasonable changes, but if agreement is not possible the Foundation reserves the right to insist on changes to your job description after consultation with you.

<table>
<thead>
<tr>
<th>Signed</th>
<th>Post Holder</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Signed</td>
<td></td>
<td>Date</td>
</tr>
<tr>
<td></td>
<td>Line Manager</td>
<td></td>
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</table>
## PERSON SPECIFICATION

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<thead>
<tr>
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### Knowledge & Skills  
*(What does the role holder need to know and do)*

<table>
<thead>
<tr>
<th>Knowledge &amp; Skills</th>
<th>Desirable (D)/Essential (E)</th>
<th>Assessment Methods (A/Q/A/I/T)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Excellent social media strategy and content creation skills</td>
<td>E</td>
<td>A;I</td>
</tr>
<tr>
<td>Excellent writing, copywriting and editing skills.</td>
<td>E</td>
<td>A;I</td>
</tr>
<tr>
<td>An eye for detail and accuracy.</td>
<td>E</td>
<td>A;I</td>
</tr>
<tr>
<td>Sound understanding of marketing principles, practices and strategy</td>
<td>E</td>
<td>A;I</td>
</tr>
<tr>
<td>Good organisational, production and management skills</td>
<td>E</td>
<td>A;I</td>
</tr>
<tr>
<td>Comfortable with social media design tools and the ability to design posts.</td>
<td>E</td>
<td>A;I</td>
</tr>
<tr>
<td>Knowledge of various social analytics tools.</td>
<td>E</td>
<td>A;I</td>
</tr>
<tr>
<td>Social media advertising and Google ads systems</td>
<td>E</td>
<td>A;I</td>
</tr>
<tr>
<td>Ability to create and maintain good relationships</td>
<td>E</td>
<td>A;I</td>
</tr>
<tr>
<td>Excellent self-management skills and responsive, proactive and can-do attitude</td>
<td>E</td>
<td>A;I</td>
</tr>
<tr>
<td>Ability to effectively communicate the organisational brand globally</td>
<td>E</td>
<td>A;I</td>
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</table>

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### Qualifications
*What formal qualifications are required for the role?*

<table>
<thead>
<tr>
<th>Essential (E)</th>
<th>Desirable (D) /</th>
<th>Assessment Methods</th>
</tr>
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<tr>
<td></td>
<td>Essential (E)</td>
<td>(A/QA/I/T)</td>
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</table>

- **Degree level education/equivalent relevant experience**
  - E
  - A;I; QA

### Experience
*What experience does the role holder need to have?*

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- **Proven 4+ years working experience in social media marketing or as a Digital Media Specialist**
  - E
  - A;I

- **Demonstrable social networking experience and knowledge**
  - E
  - A;I

- **Proven strategic and operational level experience of managing social media campaigns and longer-term strategies**
  - E
  - A;I

- **Able to contribute to the development and management of budgets and financial initiatives**
  - E
  - A;I

### Personal Attributes/Attitude
*How does the role holder need to think and act?*

<table>
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- **Ability to be comfortable in a highly fluid field**
  - E
  - I

- **Cheerful disposition, ability to get on with people**
  - E
  - I

- **Ability to work quickly and effectively under pressure**
  - E
  - I

- **High resilience and stress tolerance**
  - E
  - I

- **Aligned with the spiritual impulse and principles of the Findhorn Foundation**
  - E
  - I

- **Willing to respond to urgent issues out of normal working hours**
  - E
  - I

*A = Application QA = Qualification Audit I = Interview T = Task i.e. assessment centre*

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