

# 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 profile and reach. We now have around 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 that will promote our reach, help us share and raise knowledge of breastfeeding in a clear 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. We are becoming more proactive in our planning of communications and we are 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 good communications will enable those women who choose to breastfeed, access to appropriate support projects regardless of age, ethnic origin, beliefs, gender, sexual orientation, ability, social status, and employment status.

### 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 and share relevant information and to arrange cover for access to these accounts when needed.
- To scope 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 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 strategic 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
- Provide support for BfN's national fundraising campaigns (Move in May and BfN's Big Tea Break)
- Work with the CEO and the marketing officer to identify and create content to support our national campaign work

- Work with internal and external partners to identify and create a wider range of interesting, relevant and useful content for the BfN blog and to develop the BfN blog function
- Working with key staff – local and national - develop our 'What Breastfeeding Looks Like' campaign to increase our library of diverse and inclusive images for use across the organisation. Help organise photoshoots as part of this where necessary
- Undertake relevant training to help ensure our 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
- Implement BfN's crisis communication plan and help moderate comments on BfN social media platforms, ensuring abusive, inappropriate or inaccurate information is removed as quickly as possible
- Work closely and proactively with BfN projects across the England, Scotland and Wales to ensure they are making best use of their social media channels and support them to provide suitable and appropriate content for BfN's national channels
- Inform, review and develop BfN's social media policy and training within BfN
- Develop and maintain our evaluation and tracking systems to measure the impact of social media activity informed by our reach
- Be responsible for tracking our reach on social media and sharing this data to produce quarterly reports to the board and funders
- Maintain data confidentiality at all times
- Understand and comply with legal requirements and BfN Policies including Health and Safety, Information Governance and Safeguarding
- Identify and raise areas for improvement

# Person Specification: Communications and 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.

| Qualifications   | Essential | Desirable |
|--|-----------|-----------|
| Continuous Breastfeeding Helper Registration with The Breastfeeding Network (BfN) since qualification and have had at least minimum supervision required from your named supervisor              |           | ✓         |
| Breastfeeding Supporter Registration with the BfN or be currently in training to become a Breastfeeding Supporter, or be prepared to sign up to the next Breastfeeding Supporter training course |           | ✓         |
| Experience of working as a volunteer with BfN offering breastfeeding support to mothers  |           | ✓         |
| Show evidence of continued professional development since qualification  |           | ✓         |
| Experience and Knowledge   | Essential | Desirable |
| Experience of supporting mothers face to face with breastfeeding   |           | ✓         |
| Experience of managing social media accounts for an organisation or business   | ✓         |           |
| Experience of supporting individuals via social media (Breastfeeding related or other)   | ✓         |           |
| Experience of working in a health or community setting in paid or volunteer capacity   | ✓         |           |
| Experience of working with diverse ethnic and social groups  | ✓         |           |
| Knowledge of importance and application of the BfN Code of Conduct   | ✓         |           |
| Knowledge of the BfN Equality and Diversity Policy   | ✓         |           |
| Skills and Abilities   | Essential | Desirable |
| Ability to speak and write fluently in English   | ✓         |           |
| Ability to provide information and support to parents 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, design packages, plus Microsoft Office packages   | ✓         |           |
| Able to set up and manage and develop interesting, relevant and eye catching content for social media channels e.g. Facebook, Instagram, Pinterest, Twitter etc.                                 | ✓         |           |
| Ability to maintain records and write reports  | ✓         |           |
| Awareness and commitment to equal opportunities  | ✓         |           |