

# Job Profile – Social Media Manager

Location:	Tower of London
Reports to:	Head of Media and PR
Responsible for:	2 x Social Media Officers Temporary/voluntary members of staff e.g. PR Apprentice
Purpose of this role:	To develop and own the social media strategy for Historic Royal Palaces. To act as the overall editor, curator and manager of HRP's social media channels. To enable HRP to achieve our Greater Reach ambitions by proactively growing our social media presence and producing high quality content to reach new audiences and enhance HRP's reputation. To supervise the day to day management of the corporate HRP social media channels, managing two Social Media Officers to produce social media campaigns focused on promoting HRP's visitor offer and driving visits to site. To
Date:	January 2020

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## What you will be doing in your role:

- Develop and implement social media and digital communications strategies to increase engagement with the palaces and their stories, reach new audiences and drive online and on site visitors (with particular focus on HRP's domestic audiences)
- Evaluate HRP's social media and digital communications activities, incorporating existing and future research to make strategic recommendations for further activity and increasing impact.
- Supervise day to day management of social media platforms, advising on issues, reputation and brand management and ensuring effective coordination with wider HRP communications, PR and marketing
- Lead on development of new creative content in a range of digital formats for uses including social media, external and internal web channels and on-site projects - collaborating with other departments and commissioning external agencies where necessary.
- Develop content with the wider PR team, ensuring media and social media campaigns are aligned.
- Develop multi-screen content to capitalise and expand on HRP broadcast and film opportunities and live events.
- Create positive communications opportunities to showcase Historic Royal Palace's core and charitable activities including conservation, education and curatorial projects to develop the organisation's professional reputation, and in support of our fundraising activity.
- Provide managerial support and guidance to the Social Media Officers, following HRP's performance development policies
- Provide advice, guidance and training to colleagues on their own social media and digital activities.
- Continue to build team skill set for digital communications and content production - including film making, image creation, and editing, publishing
- Contribute to team AOP planning and budget management
- Contribute to cross-organisation project teams and provide digital communications advice on key projects
- Provide out of hours support to address social media issues and devise strategies to capitalise on peak user times outside of office hours.

- Contribute to the ongoing development and management of the Communications and Development department, helping Historic Royal Palaces achieve its Cause, principles and strategic objectives.

In addition to your main areas of responsibility, the core qualities and behaviours that are required from all our people for successful delivery of our Cause and Strategy are summarised below:

#### Memorable Experiences

Going above and beyond to create personalised experiences that inspire and provoke change

#### Simplify and Adapt

Cutting through complexity to find simple solutions and encourage agile ways of working

#### Money Matters

Generating the money to grow our impact and care for our palaces; creating a culture of getting better value and increasing our financial headroom

#### Fresh Thinking

Demonstrating the courage to push the boundaries, striving to stretch ourselves

#### In this Together

Working collaboratively across the organisation, investing time in building trusted relationships to create 'one team – one HRP'.

#### Inspire Success

Enabling and supporting your staff to succeed.

#### Other requirements

In addition to the above you are also required to have read and comply with the rules/standards contained in HRP's Code of Conduct, including Health and Safety requirements. The Code of Conduct can be found in your Staff Handbook.