**Army Cadets Social Media and Content Manager**

**Job Description**

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| **Job Title:** | Army Cadet Social Media and Content Manager | **Position Type:** | 1 FTE. Permanent contract |
| **Department:** | Army Cadet Media and Communications (CMC) | **Level/Salary Range:** | £30,000 + p.a. |
| **Responsible for:** | Army Cadet communications to external bodies and audiences / support for volunteer recruitment and communications | **Special requirements:** | Occasional requirement for: Travel within the UKWork at weekends / outside of office hours |
| **Reporting to:** | Head of Army Cadet Media and Communications |
| **Location:** | Cadets Branch, HQ Regional Command, Queen's Avenue, Aldershot GU11 2JN |

**Purpose of the Post:**

* An exciting opportunity has arisen for a new post (Army Cadet Social Media and Content Manager) to join the team in Aldershot to assist and support the Head of Army Cadet Media and Communications in developing and delivering a wide-ranging national programme of promotional activity for the Army Cadet Force (ACF) and the Combined Cadet Force (Army) (CCF(A)). The role has a specific focus on external digital marketing and acquisition. (You will work closely with a fellow Communications Manager with lead responsibility for internal communications).
* The primary objectives of our media and communications strategy are to:
	+ Maintain the positive reputation of the ACF and the CCF(A) across a wide range of internal and external stakeholders.
	+ Deliver effective and timely:
		- External communications to the marketplace.
		- Internal communications to the adult volunteers of the ACF and CCF(A) who plan, organise and deliver cadet training, and also other internal stakeholders.
	+ Provide effective high-level support to assist in the recruitment of sufficient and suitable adult volunteers and cadets.

* You will have:
	+ The ability to work effectively as part of a broader team within a complex, multi-site organisation and to engage with a broad range of external partner organisations.
	+ A good record in communications and marketing execution, experience of PR and relating to the media, experience in social media management, in planning and managing events and the ability to engage and inspire a wide range of stakeholders.
	+ The ability to work closely with your fellow Communications Manager, to share workload effectively and to cover their role when absent.
	+ Flexibility in working times and days owing to the need to work with a voluntary organisation. You would be expected to be able to work with minimal supervision.
	+ Ideally you will also have experience of producing copy for a range of communications and marketing materials and be familiar with applying corporate brand identity guidelines.

**Principal Responsibilities:**

*Web and Social Media*

* Developing and maintaining an effective social media strategy.
* Taking day to day responsibility for managing central digital media channels, social media platforms including, but not limited to, Twitter, Facebook, Instagram and YouTube (writing and delivering content, placing social media advertising and applying SEO best practice when writing for the websites ([armycadets.com](http://www.armycadets.com) and [combinedcadetforce.org.uk](http://www.combinedcadetforce.org.uk))
* Leading all social influencer programmes and helping to build mutually beneficial long-term relationships.
* Empowering and partnering with regions and affiliates to engage with influencers and deliver timely and relevant high impact content.
* Providing training and support for ACF volunteers in managing their local websites (the ACF website includes 55 ACF county websites run by volunteer Public Relations Officers).
* Working with external agencies on projects as required.

*Print and Digital Media*

* Content development and production management of the ACF print magazine and electronic magazine. The ACF is published three times p.a. Tasks include managing content and design for each issue from initial concepts through to sign off and dispatch (with support from an external editor and designer).
* Assisting with the creation, redesign and review of template leaflets, brochures and display materials for the ACF and CCF(A) online brand centres.
* Gathering key metrics to report on e-newsletter and website performance.
* Working effectively with a range of agencies to deliver digital and print materials and marketing services.

*Media management*

* Dealing with media enquiries, seeking permissions to film and liaising with the internal stakeholders and the film companies involved.
* Helping to develop and deliver national, proactive media stories.
* Providing professional advice and support to the ACF’s network of volunteer Public Relations Officers (PROs), and working with the ACF PR Advisory Team to deliver the annual PRO Conference and other key events.
* Project management of video production and photography, including the ACF and CCF(A) image libraries.

*Volunteer recruitment*

* Liaising on a regular basis with key contacts in the ACF’s 56 counties, and with key stakeholders, including staff, volunteers and the British Army.
* Assisting with the production of additional publications and publicity materials for regional and national recruitment campaigns.
* Providing advice and support to PROs and volunteer County Recruitment Officers to help with county recruitment campaigns.
* Working with the Head of Army Cadet Media and Communications to constantly refine and improve the ‘user journey’ for potential cadet and adult applicants.

*General*

* Reporting as required.
* Acting as a brand guardian to ensure the ACF and CCF(A) brands are consistently applied across the two disparate national organisations.
* Deputising for the Head of Army Cadet Media and Communications and / or your fellow Communications Manager as necessary.

| **Criteria** | **Essential** | **Desirable** | **Methods of assessment** |
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| Qualifications and Training | * A recognised qualification or proven success in communications and / or marketing.
* Hands on digital marketing / communications experience
* Evidence of continuing personal and professional development.
 |  | Application form, interview, certificates |
| Experience and knowledge | * Knowledge of contemporary marketing and communications practices.
* Familiarity with the use of social media to achieve marketing and communications objectives
* Familiarity with A/B testing, multi-variate experiments and other website performance evaluation techniques.
* Understanding of Customer Relationship Management (CRM), segmentation, list management and e-newsletter production.
* Experience of working with partners, internally and externally.
 | * Experience within the charity or not-for profit sector
* Knowledge of the youth environment
* Knowledge of the uniformed cadet forces
* Awareness of graphic design principles and familiarity with PhotoShop or other imaging / graphic design software.
* Experience / understanding of internal comms
* Understanding of the Armed Forces.
 | Application form, interview, references |
| Skills and ability | * Excellent written and verbal communication skills.
* Meticulous attention to detail with good copy editing and proof reading skills.
* Demonstrable experience of delivering a wide range of media and comms materials to a high standard.
* Strong editorial and project management skills.
* Effective IT skills (MS Office and management of website CMS).
* Demonstrable success in establishing effective working relationships.
* Planning and organisational ability.
* Ability to work on own initiative to agreed objectives.
* Enthusiasm, flexibility and innovation.
* Personal credibility and confidence.
* Discretion and sensitivity.
 | * Information gathering and analysis skills
 | Application form, interview, references |