



<b>Job Title</b>	:	Social Media Officer
<b>Contract</b>	:	Permanent
<b>Salary</b>	:	£24,479 Pro rata
<b>Hours</b>	:	Part time, 17 hours
<b>Location</b>	:	Glasgow centre, with some hybrid working
<b>Reports to</b>	:	Marketing and Communications Manager

### **About Revive MS Support**

Revive MS Support is the only charity in the West of Scotland providing nationwide support for people who are affected by Multiple Sclerosis. The charity was set up in 1984 by people living with MS and their families, and helps people manage the physical, emotional, financial, and social impacts that come with a diagnosis of MS. Anyone affected by MS can use Revive's services, and they are free to access.

## **Job Purpose**

As Social Media Officer, you will take the lead in managing and growing our social media presence across multiple platforms. You will be responsible for developing and delivering engaging content that raises awareness of our services, strengthens our online community, and supports our fundraising efforts. Working closely with the Marketing and Communications Manager, you will ensure our messaging aligns with Revive MS Support's mission, values, and goals, while driving engagement and increasing our reach. This role is ideal for a proactive, creative and strategic thinker who has a passion for making a difference through digital storytelling.

A key focus of this role is expanding our video content, including launching a TikTok channel and producing storytelling content from our service users whose lives have been positively impacted by Revive MS Support.

This role requires a naturally proactive and confident communicator who can engage with our service users, making them feel comfortable sharing their stories. You should

be passionate about digital content, knowledgeable about the latest social media trends, and skilled in using these to benefit the charity sector.

---

## Key Responsibilities

### **Content Creation & Social Media Management**

- Develop and schedule engaging content for Revive MS Support's social media platforms, including Facebook, Instagram, X, LinkedIn, and TikTok
- Develop organic and paid social media campaigns in line with the Marketing and Communications strategy
- Regularly monitor and stay up to date with the latest social media trends, emerging formats, and other third sector activity
- Create video content for social media, with a focus on storytelling and case studies from our service users
- Write engaging and accessible copy for social media posts, ensuring messaging aligns with Revive's tone, values and objectives
- Engage with our online community by responding to comments, messages, and mentions in a timely and professional manner
- Monitor and analyse social media performance, providing reports and recommendations to improve organic engagement and reach
- Work directly with our service users, fundraisers, and staff to capture authentic and impactful content and stories for social media
- Write and upload service user stories and other impactful content to the Revive website, ensuring tone and messaging align with Revive's values

## Strategy & Growth

- Support the implementation of a social media strategy that raises awareness of Revive MS Support and encourages engagement
- Assist in launching and growing Revive's TikTok presence, developing engaging and creative content tailored for the platform
- Identify relevant social media trends and charity sector best practices to enhance our content
- Collaborate with the senior team to align social media activity with wider marketing and fundraising campaigns

## Social Media Tools & Best Practices

- Use a social media scheduling tool to plan, organise and analyse content effectively
- Ensure accessibility best practices are followed across social media content, including subtitles for videos and image descriptions
- Create monthly reports on social media activity and outcome
- Work within Revive's brand guidelines to ensure consistent messaging and tone of voice

## Collaboration & Wider Support

- Work closely with the Marketing and Fundraising team to support content creation for social media and website updates
- Assist with live coverage of key charity events and campaigns on social media
- Support fundraising initiatives by creating content that drives donations and supporter engagement
- Any other duties as required to support the Marketing and Communications strategy.

---

## Person Specification

### **Essential**

- Proven experience as a social media content creator
- Strong understanding of social media platforms, content trends, and audience engagement strategies
- Strong understanding of the charity sector
- Experience in creating and editing social media content
- Excellent copywriting skills, with the ability to write engaging and accessible content for different audiences

- Experience in social media management along with an understanding of public relations principles
- Proficiency in social media scheduling tools, analytics tools and CMS (E.G Wordpress, Hootsuite, Buffer)
- Confidence in engaging with service users and supporters to capture personal stories and case studies
- Ability to identify and implement social media trends that align with charity messaging
- Experience working with graphic design tools (e.g Canva, Adobe Creative Suite)
- Ability to analyse social media performance data and make recommendations for improvement

## Desirable

- Experience in the third sector
- Knowledge of Multiple Sclerosis and the challenges faced by those affected
- Basic video editing skills for social media content

---

## Special Conditions

There is a need within this post for the holder to be flexible about hours of work, with the requirement for occasional work in the evening and weekends.