



JOB TITLE	REPORTS TO	LOCATION
Social Media and Marketing Executive	Digital Marketing Manager	Social Bite, 1 Leith Walk, Edinburgh, EH6 8LN. Flexibility with remote working. Will entail travel across the key cities in Scotland, and occasionally London and Birmingham.

WHAT IS THE PURPOSE OF THE ROLE?

Overview of Social Bite:

We're a movement to end homelessness.

As a charity and social enterprise, we provide food, homes, jobs and support to people affected by homelessness. Our vision is a society where no one should have to be homeless, so we challenge the status quo by pioneering solutions that create lasting change. We believe in empowering people to transform their own lives to break the cycle of homelessness.

We need our marketing, branding and communications to reach and engage our existing supporters and beyond. We need to have impact to create change – do you have the skills to help our messages get cut-through?

In this role, you will:

- focus on end-to-end content creation: conceptualisation, creation, drafting, gathering and shooting, editing, delivery and evaluation
- work with a mix of visual and written mediums, using your grounding in social media, copywriting and design basics
- support the Head of Marketing and Communications, Senior Communications Manager and Digital Marketing Manager to deliver organisational goals
- promote Social Bite's coffee shops, driving footfall to each location
- further Social Bite's mission to end homelessness by generating awareness of the issues using a variety of marketing approaches, which in turn drives donations
- grow Social Bite's brand presence and awareness across the UK
- increase public awareness of homelessness issues.

KEY OBJECTIVES

- **Create and gather content** for Social Bite social media channels and website, covering the full range of Social Bite activity including fundraising, impact and support work, and our coffee shops.
- **Film and edit video content** for our social media channels, website, events and partner engagement.
- Drive **marketing support for Social Bite coffee shops**, including developing new propositions, ordering collateral and point of sale, and liaising with suppliers and partners.
- Own, develop and deliver a **social media content calendar in collaboration with the MarComms team**.
- **Respond to all inbound social media** enquiries promptly in the appropriate style and tone of Social Bite.
- **Develop and manage influencer relationships**, to drive awareness of Social Bite and our work to new and relevant demographics.



KEY OBJECTIVES

- **Create and edit marketing and brand materials**, including presentations, promotional materials, advertisements and information booklets.
- **Support campaigns and fundraising initiatives**, particularly community fundraising and challenge events.
- Coordinate with agencies and partners to **manage professional photography and video shoots**, as well as supporting PR & media activity.
- Sort and **manage Social Bite's content, photography and assets**, using relevant tools.
- Gather data and deliver **monthly reporting on KPIs**, including website performance, press coverage and social media engagement.
- Update and **optimise content on the Social Bite website**.
- **Copywriting** for both internal and external audiences, including email communications, webpages, blogs and social media.
- **Support internal communications** including company-wide updates, facilitating townhall meetings, and driving engagement with messages across multiple sites and business functions.
- **Uphold brand standards and consistency**, including auditing coffee shops and reviewing public-facing assets owned across departments.
- **Provide event management support**, including organisation, advertising, attendee management, relationships, event delivery and evaluation.

KEY CHALLENGES

- Managing a varied workload in a fast-paced environment across multiple locations.
- Remaining flexible and prioritising effectively to respond to unexpected opportunities.
- Balancing competing requests and deadlines from different areas of the organisation as well as external partners.
- Ensuring ethical storytelling when capturing and creating content with people who have lived experience of homelessness.
- Managing branding and assets across multiple sites in the UK (Scotland and London).
- Building effective relationships with different teams and stakeholders.

KNOWLEDGE, EXPERIENCE AND QUALIFICATIONS

Essential

- Two or more years' relevant job role experience, or a marketing or communications qualification.
- Video editing experience in a professional capacity, especially short-form content for social media.
- Deep understanding or proven experience in managing social media accounts, especially on Instagram and TikTok.
- Strong grounding in brand, design and visual aesthetics, with demonstrable experience in maintaining consistency in these areas.
- Excellent copywriting and proofreading skills, with high attention to detail.

Desirable

- Experience within the charity sector, including volunteering.



KNOWLEDGE, EXPERIENCE AND QUALIFICATIONS

- Demonstrable awareness or interest in the issues of homelessness, poverty and employability.
- Proficiency with the Adobe suite, including InDesign, Photoshop, Illustrator and Premiere Pro.
- Experience with social media scheduling and publishing platforms (we use Meltwater).
- Recent experience and basic reporting skills in Google Analytics.
- Experience with website CMS systems (we currently use Umbraco).
- Experience with an email management system (we use MailChimp).
- Understanding of SEO principles.

PERSONAL ATTRIBUTES

- Curiosity about the world around you, and a drive to improve how things work.
- Willingness to learn and adapt.
- Results-oriented and solutions-focused, with a creative approach to problem solving.
- Collaborative, with a willingness to support colleagues and contribute to team efforts.
- Empathy and understanding of diverse experiences.
- Proactive and self-motivated.

RELATIONSHIPS – INTERNAL AND EXTERNAL

Internal:

- Fundraising and MarComms team.
- Operational Management Board (our senior leadership team).
- Social Impact Team (our development and support workers).
- Coffee shop teams.

External:

- Press and content development agencies.
- Graphic designer.
- Corporate and charity partners.
- Community fundraisers, supporters and donors.
- People with lived experience of homelessness.