



ROLE PROFILE

Job title	Social Media Community Assistant
Reporting to	Social Media Manager

Role family	Management responsibility:	
Digital	Does this role have management responsibility for others? No	Team contributor

Overall purpose of role

To support the management of ICAEW's social media networks and online communities, and using current ICAEW technology to make effective, engaging and accessible digital content.

The social media assistant will play an integral role supporting our digital output from within the social media team and will have exposure to the broader communications and marketing groups within ICAEW and gain a deep understanding of how social technologies and behaviours impact communications efforts as well as the organisation at large.

Main responsibilities of role

Under the direction of the Social media manager, to make a major contribution to the development of ICAEW's social media strategy and innovation agenda by:

- **Community management:** daily monitoring of ICAEW social media networks and online communities, responding to incoming traffic and working to deliver positive user experience
- **Campaign production:** supporting the production, management and reporting of social media campaigns with teams across the organisation
- **Copywriting:** assisting in briefing copy for publishing across social platforms
- **Innovation:** staying on top of developments in the technology and trends used in social media, feeding back to the social media team and contributing to continual strategy evolutions
- **Support:** contribute to raising the quality and quality of social media production within the organisation through providing training and support for colleagues across ICAEW
- Specific duties will vary from time to time in line with the business needs.

BEHAVIOURAL COMPETENCIES

ACT RESPONSIBLY

Level 1

- Demonstrate the agreed service standards that apply to your role.
- Treat others as you would like to be treated.
- Demonstrate an understanding of stakeholders' needs and priorities.
- Respond to and follow up on routine or standard requests from stakeholders accurately and promptly.
- Manage stakeholder expectations accordingly when their needs cannot be met.
- Be proactive and take ownership to ensure stakeholder needs are met, involving others as appropriate.
- React promptly, rationally and constructively to stakeholder complaints

BEHAVE WITH INTEGRITY

Level 1

- Build trust by doing what you say you will do and keep confidences.
- Be prepared to say if you don't know and then find the answer.
- Admit your mistakes and take responsibility for putting them right.
- Communicate openly, directly, honestly and with tact.
- Listen carefully, ask questions and check for understanding of what is being communicated.
- Gather appropriate information and structure it logically for others, avoiding jargon.
- Be assertive in saying 'no' and seek alternative options.
- React promptly, rationally and constructively to feedback and complaints.

CREATE EFFECTIVE PARTNERSHIPS

Level 1

- Understand what is expected in your role, how it contributes to ICAEW and your team's success and how it impacts on others.
- Openly share knowledge, information and skills.
- Be prepared to put in extra effort to get the job done on time and to standard.
- Show a sense of urgency, positivity and determination that energises others.
- Have a positive impact on everyone you come into contact with.
- React quickly and flexibly to changing circumstances.

DELIVER THE HIGHEST STANDARDS

Level 1

- Demonstrate the standards required for your role.
- Take responsibility to identify your further training and development needs.
- Be open-minded to feedback, suggestions for personal development and new ways of doing things.
- Make suggestions to improve the way we work as an organisation.
- Put in extra effort to get the job done on time, and to the highest standard.
- Aim to deliver more value than is expected.
- Leave a professional and positive image of your department and ICAEW in all your dealings

ROLE SPECIFIC TECHNICAL COMPETENCIES

Professional or personal experience communicating with digital/social media:

- A passion for digital and social media with a strong interest in learning how this technology could and should be applied successfully in a modern business environment
- Attention to detail with an eye for design, copywriting and editing
- Excellent communication skills, a strong work ethic and willingness to learn
- Highly-organised and efficient
- A clear understanding of Web 2.0 and the future potential of the online space
- Ideally some knowledge or experience in using social media management and analysis tools
- Experience with advising organisations or individuals (schools/social groups, family/friends, etc) on social media usage/strategy
- A working knowledge of design tools such as Photoshop and InDesign