

## **Job Description – Social Media Manager**

**Reports to:** Head of Media and Communications  
**Based:** Home Based  
**Hours:** Monday to Friday inclusive, flexible but nominally 8:30am till 4.30pm  
(totalling 35 hours per week)

### **About Us**

The Road Transport Industry is a dynamic, business critical sector upon which the UK economy depends. The Road Haulage Association (RHA) is the only UK trade association dedicated solely to the needs of UK road transport operators. It is the voice of the road haulage profession, a champion of its interests and a respected partner to the broader logistics community. We represent approximately 7,000 member companies.

### **Who are we looking for?**

- We're looking for a social media manager to run our various channels – Facebook, Twitter, LinkedIn and Instagram as well as YouTube. You will also have creative ideas for development of these and other channels.
- You'll have demonstrable experience in providing high quality content for social media channels and managing interaction with our followers.
- You'll have first class writing ability – able to work accurately at speed and provide versioned content for each channel.
- We're looking for someone with strong visual skills – video and stills – and the ability to edit that content.
- The job also involves being a press officer so we're looking for an experienced, enthusiastic, committed and hardworking person to assist our Head of Media & Communications.
- You'll have first class communication skills and a strong track record in either PR or journalism.
- You'll be able to get your ahead around haulage industry issues and then brief journalists with authority on RHA policy and issues.
- We need you to be able to write snappy, coherent press releases that sell our stories well to the media – and follow up with broadcast bids and fixing as well as quotes for specialist correspondents.
- You'll also be in charge of our weekly newsletter that goes out to more than 7000 members – so strong subbing, headline writing and production skills are important.
- You'll be a first-class team player with a sense of humour in our dynamic virtual media office.

### **Key responsibilities and duties:**

- Daily posting on Twitter, Facebook, LinkedIn and Instagram as appropriate.
- Metric monitoring of all SM channels and compilation of reports on performance.
- The ability to work out which content works best on different platforms.
- Daily press monitoring
- PA diary monitoring
- Proof reading of copy
- Checks of covering of the RHA across all media
- Flexible working hours including some weekend on-call duty.

**Key skills:**

- First class social media and writing skills
- An eye for a story – and how to shape it for different platforms.
- Strong photographic and video skills.
- The ability to build contacts and interact well with journalists and colleagues.
- Proactive story generation.
- Strong teamwork skills essential as we have many internal and external stakeholders including a marketing agency with whom you will need to establish a strong rapport.

**General Responsibilities:**

All employees of the RHA have the following responsibilities:-

**Health and Safety**

- To take responsibility for your own health, safety and welfare, being conversant and ensuring compliance with the organisation's policies and procedures

**Training and Development**

- To undertake all reasonable training, learning and development activity designed to support you in your role

**Diversity and Equality**

- To be responsible for your own behaviour and act in a manner that avoids and discourages any form of discrimination or harassment

**Quality Policy**

- To be responsible for the activities required to support the organisation's Quality Policy

**Employee's Signature:**

**Date:**

**Manager's Signature:**

**Date:**

**Review Date:**

**Date:**