

Post	Social Media Officer
Reports to	Senior Manager Marketing and Communications
Hours per week	24 hours per week, 3 days per week. Occasional weekend and evening work as required
Contract Type	2 Year Fixed Contract
Salary	£18,000 (pro-rata of £30,000)
Location	Westway Trust, 1 Thorpe Close W10 5XL

The Westway Trust is a unique charity that stewards the resources of 23 acres of space under the Westway A40. The Board of the Trust is led by local people and the Westway Trust now works together with the local community to enable North Kensington to thrive.

In 2021 a new plan was created for the organisation. This plan set a new vision, mission and values and the Trust now has a clear transformation programme to achieve social, environmental, and economic wellbeing and justice. Our leadership team is testament to our values as we strive for excellence and to deliver our ambition, we work with a full range of stakeholders including around 80 Member Organisations. You can see the organisations plan at: www.westway.org/about-us/horizon-plan/

The estate is home to more than three acres of public green space, 120 tenants including more than 20 charities and non-profit organisations, two sports and fitness facilities, 48 light industrial units, 4 car parks, 34 offices, 32 shops, and an Olympic-registered skate park.

We already receive more than one million visitors each year through the estate, and we want to expand the community, cultural, retail, sporting, and enterprise opportunities here together with improvements to the public realm so that it is a place the tenants and community is proud of, and even more visitors can enjoy.

Job Purpose

The Social Media Officer is a pivotal role in the Trust, responsible for:

- Implementing the social media strategy across all Westway Trust channels.
- Driving engagement on social media through organic growth and advising on ad spend.
- To play a key role in developing and delivering content that demonstrates and promotes Westway Trust's strategic priorities.

Principal Accountabilities

The list below outlines the principal duties and tasks related to this role. It is not intended to cover every responsibility, by the nature of this role, you will be expected to take ownership of these areas and to develop the role in line with the needs of Westway Trust.

Social Media

- Contribute to the organisation's Social Media Strategy, bringing fresh ideas and platform expertise to grow engagement and build meaningful connections within local communities.
- Oversee the social media content calendar, including organising brainstorming meetings and identifying key awareness days, to ensure we're posting regular, highly engaging content.
- Take ownership of the planning and publishing of day-to-day organic activity across all Westway Trust channels, including Instagram, Facebook, LinkedIn, Bluesky and X.

- Support the roll-out of new channels, including Nextdoor and WhatsApp.
- Be responsible for the organisation's YouTube channel as a repository for content used across social media and the website.
- Use Hootsuite (or a similar scheduling tool) and Asana to plan and schedule content in line with the social media strategy and organisational priorities.
- Advise the Communications team on how to allocate advertising budget across specific social media campaigns. Collaborate with colleagues to identify stories and content opportunities.
- Act as the organisation's digital communications specialist, providing well thought out suggestions on best practice, design and usage.

Content Creation

- Create high-quality, consistent multimedia content — text, video, photography and graphics — that reflects our tone of voice and is accessible to our audiences.
- Work with the Senior Communications Manager to produce videos end-to-end: researching, pitching, arranging shoots, filming, presenting and editing.
- Work with the Senior Communications Manager to produce audio content where required.
- Support the commissioning, briefing and liaison with external designers, photographers and videographers where appropriate.
- Use AI tools to generate ideas, draft and refine copy, and save time, in line with organisational policy.
- Promote existing content across other channels.

Quality Control

- Follow brand guidelines for videos, social media artwork and written content, including updating content from other teams before it is published or distributed.
- Proofread and edit content to a high standard across digital and printed materials.
- Create and manage contributor and consent forms, ensuring photography and filming permissions are secured from members of the public.
- Ensure appropriate images and language are used for all posts.
- Gain sign-off from the Senior Manager, Marketing and Communications on all published content.
- Ensure communications meet data protection, accessibility standards, and comply with relevant legislation such as GDPR.

Impact Monitoring

- Monitor performance and engagement across all channels.
- Produce monthly reports on engagement and growth across our social media channels and use insights to improve reach and impact.

Relationships

- Build strong working relationships with colleagues across the organisation to identify content, align messaging and support delivery of strategic priorities.
- Develop and maintain relationships with external partners, including communications and marketing contacts in member library services, sector bodies and government departments.

Person Specification

Experience, Skills and Knowledge

Content and channel management

- Experience running a busy content calendar, including brainstorming meetings.
- Experience developing, maintaining and analysing the performance of digital channels against organisational objectives, ideally using social media insights and Google Analytics.
- Experience growing online communities and managing them day to day — engaging with supporters, making them feel valued and representing the brand online.

Writing and content production

- Strong writing and editing skills, with the ability to produce clear, engaging, accessible content in plain English, and to communicate complex or sensitive issues in a balanced, audience-appropriate way.
- Experience creating static and video content for social media, from pitching ideas through to shooting, editing and exporting.
- Skilled in one or more of: Adobe Premiere Pro, Adobe After Effects, Canva, CapCut, Illustrator, InDesign, Photoshop.

Ways of working

- A demonstrated ability to work across internal departments, understanding each team's communications objectives and generating content for different audiences.
- Excellent organisational skills, with the ability to work independently, manage competing deadlines and multi-task in a changing environment.
- Delivery-minded, collaborative, and comfortable building rapport with stakeholders at all levels.
- A creative, enthusiastic approach to social media, with a willingness to test, experiment and develop new skills.
- Stays up to date with digital technologies, design trends, and emerging platforms and best practice.
- Demonstrable understanding of, and commitment to, equal opportunities and diversity.

The ideal candidate will demonstrate the Trust's Values— Courage, Equity, Integrity, Openness and Sustainability — at all times in their work and behaviours.