



Creative Support Ltd, Head Office

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Social Media Lead

Reference: 75946

Head Office, Stockport Town Centre

Thank you for your interest in the above post, please find the specific role requirements and duties for this post detailed within this document. When completing the application form you may submit additional documentation however we cannot accept a CV as a completed application.

Closing Date: 01 January 2025

Once you have submitted your application form allow 7 working days after the closing date for a response. Please return the application form by email to recruitment@creativesupport.co.uk or by post to Recruitment, Creative Support, Head Office, Wellington House, 131 Wellington Road, Stockport, SK1 3TS.

For more information on the role please contact Lauren Woods on 0161 236 0829 or lauren.woods@creativesupport.co.uk

We are very much looking forward to receiving a completed application from you.

Yours Faithfully

Recruitment Department

All candidates are subjected to enhanced DBS checks.

Authorised by:		Date Authorised:		Page Number:	1

JOB DESCRIPTION – Social Media Lead
Head Office, Stockport Town Centre



Responsible To: Marketing and Communications Manager

Main Duties:

We are looking for a new member of our Communications Team to act as a lead for social media, both centrally and locally. This role will help to ensure clarity and transparency of social media strategy nationally.

Communications

- 1.1 Working with the Marketing and Communications Manager to create an updated social media strategy, ensuring that all communications are positive, accessible and driven by Creative Support's 'We Care' values
- 1.2 Monitoring the impact of the social media strategy through the use of analytics and feedback received
- 1.3 Researching and generating good news stories to promote on social media
- 1.4 Leading on the production and promotion of social media content and initiatives
- 1.5 Engaging services, teams and managers with local social media presence to create a consistent strategy and messaging (aligned with national branding)
- 1.6 Upskilling local staff through providing training sessions and advice
- 1.7 Working with Managers and other staff to create local social media profiles (where agreed) and to implement a core strategy
- 1.8 Engaging service users and staff to encourage the co-production of all areas of social media

General Duties:

- 2.1 To ensure effective communication with line manager
- 2.2 To accept regular support and supervision from line manager
- 2.3 To carry out all work in a manner consistent with the aims and principles of Creative Support
- 2.4 To comply with and to implement the Equal Opportunities Policy of Creative Support
- 2.5 To maintain confidentiality at all times, in accordance with the agreed policy
- 2.6 To identify own training needs in discussion with line manager and to attend training events and courses as required
- 2.7 To observe any written policies, procedures and guidelines for good practice agreed by Creative Support
- 2.8 To undertake travel across England as required and work flexibly to meet deadlines
- 2.9 Any other duties as required

Authorised by:		Date Authorised:		Page Number:	2

PERSON SPECIFICATION – Social Media Lead
Head Office, Stockport Town Centre



	QUALITIES REQUIRED	How Assessed	Essential / Desirable
1	Relevant experience of working with social media	Application	Essential
2	Experience in writing and editing text	Application, & Exercise	Essential
3	Excellent communication skills and ability to write succinct, persuasive text	Interview & Exercise	Essential
4	An understanding of the social care sector in which Creative Support operates	Application & Interview	Essential
5	The ability to manage a project from planning to implementation	Application & Interview	Essential
6	Ability to develop positive partnerships with all stakeholders	Application & Interview	Essential
7	Ability/experience of working to deadlines and effective time management under pressure	Application & Interview	Essential
8	A keen analytical mind, with the ability to review and summarise information quickly and concisely	Application & Exercise	Essential
9	Ability to evaluate, monitor and review targets for engagement	Application & Interview	Essential
10	Excellent organisational skills, including prioritisation of tasks	Application & Interview	Essential
11	Excellent knowledge of relevant Office applications (Word, Publisher and PowerPoint)	Application & Interview	Essential
12	Understanding of social care and the wider policy context	Application	Desirable
13	Willingness to travel and work flexible hours	Interview	Essential
14	Commitment to treating all service users and families in a positive, respectful manner	Interview	Essential



Salary:	Up to £28,000 per annum pro rata	
	Point One:	£26,000 per annum pro rata
	Point Two:	£27,000 per annum pro rata
	Point Three:	£28,000 per annum pro rata
<p>Please Note: <i>Our pay date is the 15th of each month (or the Friday before if this falls on a Saturday or Sunday). You will be paid in arrears for the previous 4/5 weeks, dependent on your starting date within the month. Starting pay points are allocated upon commencing the role based on criteria inclusive of experience, current specialism, salary and qualifications.</i></p>		

Hours of Work

Full time hours (37.5) or part time hours (minimum 30). Flexible hours are available, including job share if multiple part time applicants are successful.

Holidays:

25 days plus 8 statutory days pro rata.

Bank Holidays:

An enhancement is paid for working at Christmas and New Year. We do not pay enhancements for working evenings, weekends or any other public holiday.

Birthday Holiday Bonus:

All contracted employees are permanently entitled to one additional day (pro rata for part time employees) annual leave to be taken two weeks either side of your birth date. If you do not take this additional day within that period you will lose this entitlement for that year. Staff who are on maternity, paternity, adoption and sick leave at the time of their birthday will be entitled to take this additional leave upon their return to work.

Disclosure Checks:

All appointments will be subject to DBS enhanced disclosure and ISA checks.

Probationary Period:

The first four months will constitute a probationary period. When this is successfully completed, employment will be confirmed.

Probationary Bonus:

After the probationary period has been satisfactorily completed your further employment will be confirmed. Upon successful completion of your probationary period you will be entitled to a one off £100 bonus pro rata (subject to tax), providing all induction processes have been completed satisfactorily and upon completion and submission of you end of probationary review paperwork.

Sickness Policy:

Creative Support operates a discretionary company sick pay benefit scheme which is for the purposes of preventing hardship during times of serious illness. The eligibility criteria and conditions for payment of Company Sick Pay (inclusive of SSP) are shown in the Employee Handbook. You may be eligible for Company Sick Pay benefits subject to compliance with these criteria as follows:-

Authorised by:		Date Authorised:		Page Number:	4

- Creative Support do not pay for the first three days of **any** sickness absence.
- First twelve months service - Not eligible for Company Sick Pay though you may be entitled to SSP.
- Twelve months to eighteen months service - Up to a maximum of four weeks at full pay.
- Eighteen months plus service - Up to a maximum of eight weeks at full pay followed by four weeks at half pay.

Pension:

Creative Support operates an auto-enrolment pension scheme with the People’s Pension.

Life Assurance:

Currently set at two times basic annual salary. Staff become members of a non-contributory group life assurance scheme after 6 months of employment. This scheme provides a death in service benefit of two times annual salary. Participation in this scheme is subject to the rules of the scheme as amended from time to time. We reserve the right to discontinue, vary or amend the life assurance scheme at any time on reasonable notice to you.

Discretionary Benefits:

Creative Support offers discretionary benefits in addition to statutory benefits. These include:

- Paid paternity leave
- Enhanced maternity leave
- Compassionate leave
- Carer’s leave up to 5 days per annum

Employee Assistance Service:

This is currently administered by Health Assured. This is a completely free service, offering valuable advice on benefits, financial matters, consumer advice, health and legal issues. There is also a free counselling service which is accessible 24 hours a day, 7 days a week. Anything discussed with Health Assured is completely confidential and will not be shared with Creative Support.

Hospital Saturday Fund:

An easy and affordable way to help you spread the cost of healthcare such as dental, optical & physiotherapy.

Annual Rail Ticket:

Discounted annual rail season ticket plans available to employees through Northern Rail.

Payroll Giving:

Administered by Charities Trust: A tax efficient way of donating from your pay on a regular basis to any registered charities.

We Care Staff Awards:

Recognising dedicated staff across the organisation with standard, silver and gold awards given out every 2 months.

Your Rewards:

Employee benefits and discount vouchers available through the Your Rewards website.

Authorised by:		Date Authorised:		Page Number:	5

Long service: Awarded in the December following your 10, 15, 20 and 25 year anniversary of your continuous service date with the organisation.

Retirement Awards:

£100 bonus should you choose to retire whilst employed by Creative Support. Eligible for all permanent contracted employees with at least two years continuous service.

Refer a Friend Scheme:

Staff who successfully refer a friend to Creative Support’s employment can claim £100 worth of vouchers when their friend starts and another set of £100 worth of vouchers when their friend passes the End of Probationary Review after four months of employment.

Welcome Back Grant:

£200 worth of vouchers for employees who return to the organisation who have at least six months between resigning from their original post and taking up their new role.

Uniform:

If applicable for your service you will be provided with a uniform. The amount of uniforms that are provided will be dependent on your hours worked.

Company mobile phone and laptop:

If applicable to your job role the provision of a mobile smart phone, laptop and a 3G/4G dongle may be provided. Please note the employee will be liable for any damage or theft of these devices.

Travel Expenses:

These will be paid in accordance with the organisation Travel Expenses policy, please contact the HR Department for a copy of this.

Lease Cars/Car Allowance:

A mileage allowance is payable for the use of employee’s car on organisation business. The organisation will reimburse your costs incurred on organisation business on a monthly business upon receipt of authorised claim forms. If you use a car on organisation business you will be required to have business use insurance. An employee’s certificate of insurance must be made available for inspection on commencing employment.

Authorised by:		Date Authorised:		Page Number:	6