

## Media & Social Content Officer Recruitment Pack



<b>Job Title</b>	Media & Social Content Officer (12-month maternity cover)
<b>Line Manager</b>	Communications Manager
<b>Job Location</b>	Remote/Hybrid – This role will require attendance at Cavell’s office in Redditch, Worcestershire on Tuesdays and Wednesdays
<b>Hours</b>	Full time, permanent, 35 hours per week (we’re open to discussions about flexible working)
<b>Salary</b>	£26,000 - £28,000
<b>Holiday</b>	Cavell offers 30 days annual leave (pro rata) which includes 3 fixed days between Christmas and New Year in addition to bank holidays.
<b>Pension</b>	Up to 8% employer contribution

Cavell is the charity that transforms the lives of nurses and midwives facing crisis and tough times. The need for Cavell has never been greater and the charity is at its most critical point in its 107-year history as the demand for support is at an all-time high and still increasing while there is a need to refocus income sources.

Over the past 10 years, the nursing and midwifery professions have faced multiple challenges, including covid, staff shortages, pay disputes, the cost of living, and now burnout. Cavell is here to help the professions when they need life changing and practical support. We help the financial and mental health of nurses and midwives, enabling them to continue to provide the care that supports the ‘nation’s health’.

Cavell is a dynamic charity that strives to deliver exceptional, holistic support to the nursing and midwifery family when they need it most. Our reach extends across tens of thousands of lives. For more information on the work of Cavell, visit our [website](#).

## **Cavell's impact: Kristine's story**



At Cavell we support people like Kristine, an international nurse who needed three months off work to recover from surgery after a horrific attack. Being new to the role, Kristine's sick pay was limited, and she had bills to pay and a family to provide for.

Kristine said, "In 2023, I was followed on my way home and mugged by a teenager who was trying to steal my phone. Both my arms were severely injured in the attack. I was crying and pleading to the doctors to save my hands as I cannot imagine a life as a nurse without them."

She continued, "Thanks to Cavell, my husband and I were able to secure a new place to live in a safer area. Without Cavell's help, I would have ended up in debt, without a home, and in a really dark place mentally, while trying to heal from something that nobody should ever have to experience."

## **Words from Lewis Allett: Cavell's Chief Executive Officer**

Thank you for your interest in joining Cavell! We are a small and friendly team who work closely together and support one another in our roles and goals. We look forward to welcoming a new colleague to Cavell to help us in our mission of ensuring no nurse, or midwife faces tough times alone.

As a pivotal part of the Marketing and Communications team, the main focus of this role is content creation. You will be empowered to create and share assets via Cavell's social media channels and collaborate with the income generation team to ensure the charity's message and brand is clear and present.



At Cavell, we recognise and value the time and energy that it takes to apply for new roles and we will work with Get Staffed to respond to every application.

In this role, no two days will be the same but here's the types of thing you may get up to:

- Develop and deliver creative and effective communications in line with our charity's communications strategy.
- Support the Communications Manager with external communications of the charity to social media, broadcast media and stakeholders.
- Work with the Communications Manager and Head of Partnerships to enhance the charity's brand messaging and income generating campaigns.
- Be responsible for creating engaging social media content and videos to reach as many of our key audiences as possible.
- Be proactive in creating working relationships with partner organisations as well as members of the media. This includes working with influencers and online content creators both in and out of the nursing and midwifery professions to deliver story-led, person-focused video content.

We're committed to helping our people to grow and there will be opportunities to flex and work on other exciting projects in alignment with your career aspirations and charity need.

## Role Profile

Reports to	Communications Manager
Line management responsibilities	None

## Main Responsibilities:

- Develop and deliver creative and effective branded content in line with the charity's marketing and business objectives using tools such as Canva.
- Design assets to market Cavell's brand, working alongside other departments to ensure the assets meet the required brief. For example, presentations, posters, social media graphics, fundraising assets, or branded collateral for members and partners.
- Support all aspects of the external communications of the charity to press, social media, broadcast, and stakeholders.
- Make effective use of a range of marketing, social media, and communication tools, to promote widespread understanding of the charity and its impact. This includes social media management tools and video editing software, such as CapCut.
- Write creative copy for social media, long-form case studies, short-form blog posts, and internal newsletters.
- Proof-read all copy to ensure the highest standard of grammar and brand tone of voice consistency.
- Create video content for Cavell's social media channels, including Tiktok, based on Cavell's social media strategy.

- Build relationships with social media content creators/influencers to source and share user-generated video content and stories.
- Work with the wider team to meet income generation targets through creating and delivering individual giving campaigns and fundraising promotions.
- Support the Head of Partnerships with assets pertaining to charity sponsorship, partnership or memberships, ensuring maximum engagement and retention.
- Monitor and evaluate social media data using tools such as Buffer to track KPIs and report key findings to the Communications Manager.
- Monitor the nursing and midwifery community through social listening and identify key content opportunities, trending topics, or potential threats.
- Report on the progress of campaigns to staff and stakeholders.
- Proactively identify initiatives that support the successful delivery of the charity's communication and organisational strategy.
- Attend virtual and in-person events to source social media content and support the charity's objectives.
- Be proactive in creating working relationships with partner organisations as well as with internal comms teams of Cavell's 'Working With' members, including nursing and midwifery communities and other audiences, to support with stories and content.

#### **General duties:**

- To undertake such other duties and responsibilities as are considered reasonably commensurate with the level of the post.
- To ensure personal health, safety and welfare in accordance with legislation.
- Respect confidentiality to ensure that all staff, beneficiaries, and supporters are treated fairly.
- Comply with Equal Opportunities Policy and ensure work reflects a commitment to diversity, equality and inclusion.
- Identify your own learning and development needs and take steps to address these.
- Keep up to date with nursing and healthcare issues.
- Maintain effective admin systems and records relevant to the role.
- Attend regular internal and external meetings relevant to the role.
- Work cooperatively with colleagues and encourage good teamwork, clear lines of communication and common practices within the team.

#### **Things we all do:**

- Promote Cavell's vision, mission and core values.
- Attend and assist at Cavell events and activities as required.
- Be an effective ambassador for Cavell at any activity you attend.
- Adhere to Cavell's policies and procedures.

- Work in partnership with our community by actively involving Nursing and Midwifery professionals in the decisions we make about our work.
- Do any other reasonable things your manager needs you to do.

### Person Specification:

Skills, Knowledge and Experience
<b>Essential</b>
Experience of designing and creating effective social media content for a range of social media channels.
Proven track record of designing and creating branded assets like presentations, posters and infographics (using branded templates).
Experience of using Canva or similar graphic design platform.
Strong writing abilities, able to write competent copy.
Highly motivated with the ability to work towards a target.
A proactive and flexible approach to team working.
Excellent communication skills.
A commitment to principles of Diversity, Equity and Inclusion (DE&I)
A collaborative approach to working with others.
Fully competent with IT including Microsoft Office.
An understanding of the importance of brand and how to ensure its consistency.
Effective organisation and time management skills, including the ability to prioritise your own workload.
Experience of using a CRM database to record key information.
<b>Desirable</b>
Experience creating social media videos for TikTok / Reels
Experience working with content creators or influencers
Confident self-recording and featuring in video content

### How to apply

To apply for this role, please submit your CV and answers to the below questions by Wednesday 5<sup>th</sup> of February 2025.

You can share your answers in text form as part of a cover letter, as a video, or in any other format which suits you.

- Why are you interested in working for Cavell?
- How will your skills, knowledge and experience make you a successful Media and Social Content Officer for Cavell?
- How does this role align with your career aspirations?

[\*\*Apply for this role via Get Staffed, click here\*\*](#)

For candidates who are shortlisted for interview stage, the interview will comprise of a 20 minute competency-based Q&A with the chance for you to ask the panel any questions at the end.

For the second stage interview, there will be a presentation task.

### **Recruitment Timelines:**

<b>Deadline for CV &amp; Cover Letter:</b>	5 <sup>th</sup> February 2025
<b>1<sup>st</sup> Stage Interview:</b>	Week commencing 10 <sup>th</sup> February 2025
<b>2<sup>nd</sup> Stage Interview</b>	Week commencing 17 <sup>th</sup> February 2025

As an agile employer, we encourage candidates to talk to us to explore flexible working arrangements including job share arrangements and we would welcome a chat to explore how we can make the recruitment process as accessible, and comfortable, for you as possible.

Cavell currently offer statutory family leave benefits, and an enhanced sick pay scheme after a 6-month probation period.

If you'd like to have an informal chat about this role, please contact Paul and Savannah at Cavell, by emailing [communications@cavell.org.uk](mailto:communications@cavell.org.uk)