

ROLE PROFILE

Job title	Social Media Manager
Grade	
Unit	Engagement Team/ Digital Unit
Reporting to	Head of Digital
Direct reports	Digital Communications and Social Media Editor(s)
Effective from	

PURPOSE OF THE ROLE

The Social Media Manager will administer the Greenpeace Africa's social media strategy to reach new audiences and engage them in our campaigns. The position will be responsible for deliberating strategy, planning and KPIs, manage contents and provide analysis on our social media platforms. While the Social Media Editor focuses on growing our organic reach, s/he will work closely with the Digital Marketing Manager to increase collaboration with paid reach.

MAIN RESPONSIBILITIES

KEY PERFORMANCE AREAS	KEY PERFORMANCE INDICATORS	WEIGHT
<p>Lead the strategies for and manage Greenpeace's social media platforms</p> <ul style="list-style-type: none"> - Ensure our social media platforms are achieving engagement to grow our audience, and strengthen our brand presence in relevant countries - Set clear metrics and objectives for engagement on social media, give directions to the Social Media Editor(s) and others working on social media in the team - Lead the planning process on social media contents on daily, weekly bases 	<ul style="list-style-type: none"> ● Content management process and system are in place ● Clear strategies are in place and constantly improved for various platforms ● Creativity is tested to the limits ● Growth in social media reach, engagement, and conversion ● Social media calendar is reflective of project priorities and engagement objectives 	30%
<p>Analysis and insight</p> <ul style="list-style-type: none"> - Provide insight from social media - Collaborate with the Digital Marketing Manager for testing messages and contents, increase collaboration between organic and paid reach 	<ul style="list-style-type: none"> ● Insights and analysis are provided constantly and communicated to relevant staff ● Contents are tested and improved 	30%

<p>Design digital strategies for projects</p> <ul style="list-style-type: none"> - Take part in or lead project design process to ensure all projects have a strong digital engagement, social media component - Work with social media editors to implement projects, provide insight during the project to better deliver on set objectives 	<ul style="list-style-type: none"> • Projects are designed with strong digital component with clear audience, engagement targets, messages • Project's narratives and messages are improved with insight from digital 	30%
<p>Training and collaboration</p> <ul style="list-style-type: none"> - Train relevant staff, volunteers on social media - Collaborate with Digital Community Mobilisation Officer for co-creating contents with volunteers - Collaborate with others in Digital Unit and Communications Unit to deliver contents 	<ul style="list-style-type: none"> • Diversity of contents through collaboration • Relevant staff (especially in Fundraising and Campaigns) understand social media and engagement 	10%

QUALIFICATIONS AND EXPERIENCE

<p>Preferred Qualification(s)</p>	<ul style="list-style-type: none"> • Tertiary qualifications in Digital Marketing, Communications, IT or other relevant fields, or equivalent experiences • Maintains excellent language skills in English and demonstrates exceptional creativity • Competency in written French is an advantage.
<p>Preferred Experience</p>	<ul style="list-style-type: none"> • Minimum 3-4 years of work experience in managing social media contents and strategies • Online campaigning experience with a non-profit is an advantage.
<p>Other requirements</p>	<ul style="list-style-type: none"> • Travel <10%

CORE JOB COMPETENCIES

<p>COMPETENCY</p>	<p>IMPORTANCE</p> <p>1=beneficial 2=preferred 3=important 4=critical</p>
<ul style="list-style-type: none"> • Fluency in written and spoken English and written and verbal communication • Fluency in written and spoken French • Creation of social media contents • Creativity and ability to think out of box • Knowledge of and experience with Photoshop and production of visual materials 	<p>4</p> <p>2</p> <p>4</p> <p>3</p> <p>4</p>

● Ability to learn new tools	4
● Strategic knowledge on managing social media channels	4
● Knowledge and/or experience in designing and optimizing a website (using e.g. Google Web Optimizer and/or Google Analytics)	2
● Knowledge and/or experience in cyberactivism	3
● Experience in digital community management	3
● Awareness and knowledge of media landscape (daily news, current affairs, television, radio ...)	4
● Knowledge and/or experience in online editorial practices	3
● Proofreading skills	3

PERSONAL LEADERSHIP COMPETENCIES (5 E's)

ENERGY

- Demonstrate a positive mindset and solutions-oriented attitude
- Represent openness and curiosity
- Act with integrity
- Act with humility
- Radiate drive
- Demonstrate stamina and resilience

ENERGIZE

- Demonstrate commitment and conviction
- Empower others
- Act with empathy
- Create team spirit, foster teamwork and engagement, harness creative energy that lies within your sphere of influence
- Embrace diversity

EDGE

- Risk-taking
- Identify and master moments of leadership
- Manage complex issues, can see the big picture and emphasize the primacy of the whole
- Set the pace

EXPERTISE

- Display structured approach
- Demonstrate the ability to see a situation accurately with a broad set of perspectives ability to see things as they might be
- Display experience

EXECUTE

- Role model for accountability and straightforwardness
- Act in a decisive manner
- Assertive and persistent, demonstrate the ability to effectively lead an operation from inception to completion
- Demonstrate management qualities and the ability to take time and space to think and plan
Proactively and effectively seek for feedback, ask for help, actively handle difficult situations