

Social Media and Marketing Manager

Job Description and Personal Specification

Job title:	Social Media and Marketing Manager
Place of work:	Pear Tree Street/Home-based
Hours of work:	Full time (37 hours per week) permanent
Salary/Grade:	MPA - Adviser
Reports to:	Head of Communications and Digital Marketing
Level of screening:	n/a

Who we are

Catch22 exists to help build a society where everyone has a good place to live, good people around them, and a fulfilling purpose. We call these our '3Ps'.

We achieve this in two ways. Firstly, we improve lives on the frontline through delivery of public services. Secondly, we use our knowledge to change 'the system', to fix the complex web that can trap and disempower those it was set up to help. With the heart of a charity and the mindset of a business, we are uniquely placed to deliver on this challenging agenda.

Where you fit in

Sitting within Catch22's Communications Team, based upon our communications strategy, you will be responsible for developing and executing our social media and digital marketing strategies, and ensure we maintain a consistent and compelling online presence. You will also oversee our website and Google Ads accounts and play a crucial role in identifying new trends and innovations to keep Catch22 ahead of the curve.

You will be a dynamic, creative and strategic social media and marketing expert to lead our digital presence and amplify our voice across multiple platforms. This is an exciting opportunity to shape Catch22's public image and help build stronger engagement with our audiences.

You will oversee a team of talented communications experts, as well as work closely with people in the wider Communications and Engagement team. You will be working closely with our services and operations teams to gather stories and impact measures to feed into Catch22's wider communications work.

Main Duties & Accountabilities

Social media strategy and growth

- Develop and implement a comprehensive social media strategy aligned with organisational goals.
- Create engaging, relevant, and timely content to grow Catch22's presence across existing platforms (e.g., LinkedIn, X, Instagram, Facebook).
- Own and maintain a structured social media schedule of content.
- Proactively engage with online communities to increase visibility and build brand loyalty.
- Work with services to gather content for social media that will help push key organisational priorities such as business development growth
- Support the work of the Campaigns and Media Manager generating specific social media content for organisational wide campaigns.
- Horizon scan for emerging social platforms and trends to inform future strategy.

Digital Marketing

- Oversee and optimise the management of Catch22's Google Ads account, including the Google Ads Grant account.
- Work with the Head of Communications and Digital Marketing to plan, execute, and evaluate paid media campaigns to support campaigns and initiatives across the organisation.
- Manage our email marketing campaigns, planning, creating and optimising content for our regular newsletters.
- Monitor performance and analytics across all channels, reporting on KPIs and using insights to improve strategy.

Website management

- Oversee the ongoing development and optimisation of the Catch22 website.
- Ensure content is current, accessible, and aligned with organisational messaging.

Leadership and team management

- Line manage and support the Communications Officers, fostering a collaborative and high-performing team culture.
- Provide mentorship and professional development opportunities for team members.
- Work directly with internal and external colleagues to meet the needs of the organisation and build our expertise and impact, aligned to the business' strategic enablers.

Trend Spotting & Innovation

- Stay abreast of the latest trends and developments in social media and marketing.
- Recommend and implement innovative tools, techniques, and practices to enhance Catch22's voice and digital impact.

This list is not exhaustive and other duties may be required within the scope of this role.

What does good look like for this role?

- Able to form strong working relationships with Catch22 staff and external partners
- Proven experience in a social media and/or digital marketing management role.
- Strong understanding of social media platforms, audience engagement strategies, and digital trends – Ideally in a similar business-to-business charity environment.
- Strong writing and content creation skills with an eye for detail and tone.
- Experience using website CMS platforms (e.g., WordPress).
- Experience managing paid media campaigns, including Google Ads and/or Google Ads Grants
- Analytical mindset with the ability to interpret data and drive decisions.
- Experience in the charity, social enterprise, or public sector.
- Familiarity with SEO, Google Analytics, or other performance monitoring tools.
- Simple graphic design (eg Canva) or video editing skills.

Organisational Relationships

This role reports to the Head of Communications and Digital Marketing which sits within the Communications team. You will line manage at least one Senior Communications Officer. You will also work closely with operational teams across our three Hubs (Justice and Education, Children, Young people and families, and Employability and Skills) and other members of the Communications team. You may need to represent Catch22's communications team at meetings with external organisations.

Social Media and Marketing Manager: Person Specification			
COMPETENCY	ESSENTIAL	DESIRABLE	ASSESSMENT
QUALIFICATIONS	Educated to degree level or equivalent professional experience		Application
KNOWLEDGE	An interest in social media trends and immergence of new/changing platforms	Experience working within the charity or social justice sector in a communications or marketing role	Application and interview
EXPERIENCE	<p>Proven experience of growing and increasing engagement of social media channels</p> <p>Experience working across a range of paid marketing platforms (eg Meta ads, Google Ads etc)</p> <p>Experience of managing and optimising websites (eg. Wordpress)</p> <p>Experience managing and creating email marketing campaigns</p>	<p>Experience working within a communication role, ideally within the non-for-profit sector</p> <p>Experience in SEO of websites</p> <p>Experience of line managing junior staff</p>	Application and interview
SKILLS & ABILITIES	<p>Ability to work well under pressure, juggling competing priorities, at pace</p> <p>Highly organised with effective time management skills</p> <p>Excellent copywriting skills and strong attention to detail</p> <p>Excellent storyteller and the ability to present complex information in an accessible way to a range of audiences</p> <p>Excellent inter-personal skills</p>	<p>Skills on platforms such as Google Analytics</p> <p>Skills on website CMS such as WordPress</p>	Application and interview

	Ability to use own initiative and work well in a team environment		
OTHER	<p>Demonstrate Catch22 values in all areas of work</p> <p>Awareness of and commitment to Equality, Diversity & Inclusion</p> <p>Desire to develop and undertake training as required</p>		<i>Application and interview</i>