



## Social Media and Events Manager

### Background

NASP is a newly registered charity and company limited by guarantee. Our goals are to promote social prescribing and to bring about a social revolution in wellbeing, as set out in the NASP [Strategic Plan](#).

Please note that due to COVID-19, this work will currently be undertaken remotely from home, using Microsoft Teams for daily/ weekly meetings and planning sessions. This will be reviewed in line with Government guidelines.

### Recruitment

At NASP, we are passionate about creating an inclusive workplace that promotes and values diversity. We know that different ideas, perspectives and backgrounds create a stronger and more creative work environment which means that we welcome applications irrespective of people's age, disability, sex, gender identity and gender expression, race or ethnicity, religion or belief, sexual orientation, or other personal circumstances. We also welcome applications from neurodiverse candidates.

We seek to support candidates with relevant lived experience recognising that first-hand experience of what NASP seeks to achieve around Social Prescribing is just as valuable as employment history.

We have processes and policies in place to ensure that all applications are treated fairly throughout the recruitment process and that we make reasonable adjustments for those who require it. Applications are welcomed from applicants who wish to apply for a position on the basis of a flexible working arrangement. Should a candidate be successful after interview stage, this request will be accommodated within the needs of the role.

NASP seeks to be a truly 21<sup>st</sup> Century employer and organisation and know that supporting our staff's wellbeing is central to that. For us, our staff are one of our greatest assets.

And therefore, we look forward to hearing from you about the role of Social Media and Events Manager.

Salary: Circa £30,000 per annum

Duration: Until 31<sup>st</sup> March 2023

Hours: Full Time

Location: Currently Remote. NASP are working towards taking up office space at London's Southbank Centre later in the year

Terms: Initially Freelance, moving onto NASP Payroll September 2021. Please contact us at [recruitment@nasp.info](mailto:recruitment@nasp.info) if you have any questions about this process.

### **Purpose of the role:**

- To develop and execute NASP's social media strategy to generate awareness, engage with, and create brand recognition of social prescribing
- To support the promotion and development of NASP's core products by providing strategic communications advice.
- Working in an agency model, working with communications leads and teams, as appropriate, to develop social media activity that delivers the right messages via the right channels for their target audiences, and compels actions as appropriate
- To write and edit compelling news, marketing and editorial content for all channels - the website, social media, newsletter, videos
- To lead on NASP's virtual and physical events, managing the events strategy
- Supporting the Communications Manager with other communications activity, such as managing the communications triage process, providing responses to enquires on communications process, managing the website and acting as editor for the newsletter.

### **Key responsibilities:**

- To develop and execute NASP's social media plan, ensuring that activity aligns with the organisation's strategic priorities, and to develop a holistic social media approach based on organisational objectives
- To lead on NASP's virtual and physical events, managing the events strategy
- Generate content across all social media channels, working with key teams
- To develop NASP's tone of voice for all social media channels, ensuring consistency
- Engage and respond to social media engagements, proactively reaching out and creating opportunities
- Support consistent editorial style and take a lead on developing editorial guidelines to ensure content is accessible
- Help drive communications by pushing key strategic messages in written, audio and video content.
- Leading on evaluating impact of social media and related activity and recommending action to take to maximise achievement of objectives
- Proactively contribute to the editorial calendar and collaborate with other teams, experts and partners to ensure relevant content is promoted at the optimal time on the most effective channels.
- Management of NASP website (including the architecture, management and creation of pages), and ensuring that SRO potential is maximised
- To grow NASP's Twitter, Instagram, and LinkedIn presence, and to scope further opportunities in line with the business objectives
- To support the development and growth of online communities
- Provide strategic events advice to teams, ensuring consistency of approach.
- Ensure NASP events (organised and speaking) are promoted and captured on social media.

### **Essential criteria:**

- Excellent written English

- Relevant qualifications and / or equivalent experience (2+ years in a social media, marketing or communications role)
- Passionate about social prescribing and its potential to support people's lives
- Able to ensure that NASP's tone of voice translates across all our channels, and reflects with our values
- Team-player who shares their knowledge to support colleagues
- Proactive and organised self-starter, who is able to use their own initiative and make tasks their own.

#### **Desirable criteria:**

- Experience of managing high profile social media channels, including responding to or handling a crisis
- Experience of working with influencers, and / or online communities. Outreach with these communities beneficial
- Ability to record and edit videos, photos
- Knowledge of Canva
- Knowledge of Wordpress or Drupal
- Knowledge of the healthcare, voluntary or community sector

**Reporting to:** Senior Communications Manager

#### **How to apply**

Please send the following to [recruitment@nasp.info](mailto:recruitment@nasp.info) by **9am on Monday 16<sup>th</sup> August**. NASP reserve the right to bring the application deadline forward as they deem fit.

- Covering letter outlining how you meet the requirements in this brief, when you can start, and where you saw the job advertised.
- Your CV
- Names and contact details of 2 referees, including from latest employer/contracting organisation

Please also complete our Equality and Diversity Monitoring Form:

[https://forms.office.com/pages/responsepage.aspx?id=senY\\_ak0Pka28y92Y9raSfvYv8JRn09MnCNHblenj6RUQjE2V01QSTBJREgwSUVIUU5aOVhNVjIKTyQIQCN0PWCU](https://forms.office.com/pages/responsepage.aspx?id=senY_ak0Pka28y92Y9raSfvYv8JRn09MnCNHblenj6RUQjE2V01QSTBJREgwSUVIUU5aOVhNVjIKTyQIQCN0PWCU)

Interviews will be held on Thursday 19<sup>th</sup> August (1<sup>st</sup> Round) and Monday 23<sup>rd</sup> August (2<sup>nd</sup> Round) so please keep those dates free. If you have any queries on the role or would like an informal conversation, please contact [recruitment@nasp.info](mailto:recruitment@nasp.info).

Please note that any personal data you shared will be treated confidentially and only used for recruitment purposes.

All appointments are subject to proof of right to work in the UK and a 3 month probationary period.