

Job Description

Job Title: Social Media Manager

Work Location: Witney (minimum 40% office based)

Who We Are

Every day, millions of Christians risk their lives to follow Jesus. In more than 70 countries, Open Doors supports them by supplying Bibles, providing emergency relief and helping persecuted believers stand strong for the long-term. In the UK and Ireland, Open Doors helps the church to pray, give and speak out for those who share our faith but not our freedom.

Job Summary

As a Social Media Manager, you will lead and manage Open Doors UK & Ireland's organic social media channels, ensuring activity is fully integrated with campaign priorities, supporter journeys, audience priorities and digital strategy.

Working within agreed organisational, campaign and digital strategy, and within Open Doors' brand and style guidelines, you will lead the delivery of social media activity, creating, adapting and optimising content for each platform and audience.

Your work will help connect existing and new audiences with the mission of Open Doors, encouraging meaningful engagement and response across prayer, advocacy, giving and wider supporter journeys.

About the Team

Reporting to the Digital Marketing Manager, you will work closely with:

- Senior Copywriter and Copywriters
- Creative Head and design and film team
- Head of Marketing and wider marketing team
- Head of Content
- Youth, Advocacy, PR and Marketing Campaign teams

The role works across teams, providing social media leadership, coordination and expertise to ensure activity is aligned, effective and integrated with wider campaign and organisational priorities.

Key Attributes

- Strong understanding of social media platforms and trends and best practice
- Experience managing and growing social media channels and developing relevant audiences
- Ability to interpret social media and audience performance data and apply insight to improve effectiveness and engagement
- Strong organisational and coordination skills
- Confident communicator able to work collaboratively provide social media expertise across teams
- Ability to manage competing priorities and deadlines
- Sound judgement and confidence to respond appropriately to time-sensitive social media opportunities and issues

Hours

37.5 hours per week. Usually between 8am to 6pm Monday to Friday. This role may require occasional evening and weekend work, including monitoring and responding to social media activity where appropriate for which TOIL (time off in lieu) may be claimed. Our policy is a minimum of 40% of hours in the office, with the remainder remote working. Wednesday is a mandatory office day.

Key Responsibilities

- **Social Media Channel Management:** Own the day-to-day management and delivery of all organic social media channels, ensuring consistent and effective output aligned to organisational priorities
- **Content Delivery & Platform Optimisation:** Create, adapt and optimise social-first content for each platform, working within agreed campaign and messaging strategy, brand and style guidelines. Work collaboratively with the Senior Copywriter and wider Content team, drawing on their specialist expertise where appropriate, while being able to create and deliver day-to-day and reactive social content directly.
- **Social Media Leadership & Coordination:** Provide leadership, expertise and coordination across organic social media activity, working collaboratively with colleagues and teams who contribute to the channels. Drive innovation and best practice, recommend improvements and help develop effective, joined-up ways of working across the organisation.
- **Community Engagement & Inbound Enquiries:** Lead and manage supporter engagement across social media channels, including responding to comments and messages where appropriate and coordinating responses across teams to ensure consistency and timeliness. Identify and appropriately route inbound enquiries, contacts and opportunities to relevant teams for follow-up, including where there may be opportunities for deeper supporter or strategic relationships.
- **Campaign & Audience Integration:** Ensure social media activity supports and aligns with campaigns and supporter journeys, contributing to mobilisation across prayer, advocacy, resource engagement and giving. Develop and engage existing and new audiences organically in line with agreed organisational strategy, audience priorities and wider Marketing objectives.
- **Support content amplification and organic boosting decisions,** working with the Marketing team and within agreed budgets where appropriate.
- **Integration Across Channels and Teams:** Ensure social media activity is integrated with website, email, and campaign activity, supporting a joined-up supporter journey from awareness through to action.
- **Performance & Insight:** monitor, analyse and report on social media performance, delivering monthly and quarterly insights to senior leadership to drive engagement improvements and inform ongoing strategy integrating with the wider digital strategy.
- **Growth & Best Practice:** Identify opportunities to improve social media effectiveness, including platform development, influencer collaboration, and reactive content.
- **Identify opportunities** for reactive and real-time content (e.g. newsjacking) where appropriate to increase engagement and relevance. Stay informed of social media trends and platform developments, testing and applying best practice to improve performance and engagement, while sharing insight across teams.

The postholder will be expected to respond to time-sensitive issues and support reactive content where required, with time off in lieu (TOIL) available in line with organisational policy.

The above job description is a guide to the work the jobholder may be required to undertake but does not form part of the contract of employment and may change from time to time to reflect changing circumstances.

Applying Your Christian Faith to This Role

There will be many ways you will be able to apply your Christian faith and the outworking of your faith to the context of Open Doors. The list below gives some of the expectations of this role but is not exhaustive or intended to limit you:

- attending and contributing to daily devotions (this can be for the whole team or just smaller departmental groups)
- participating in retreats, days of prayer and fasting, etc
- committing to private prayer for the work associated with this role, for the volunteers, and closest colleagues

- working in such a way to reflect biblical principles of leadership and service
- applying biblical principles of godly stewardship to operational responsibilities
- being open and obedient to God's voice and direction in relation to any strategic matter and to always seek His will above all else
- responding to the prompting of the Holy Spirit in making decisions or communications.

Because of the essential Christian context in which the role will be performed, the role is subject to an occupational requirement under the Equality Act that the post-holder be a practising Christian. Each working day will involve collective prayer and worship, together with shared reflections on the work of Jesus Christ. All members of staff at Open Doors are expected to actively participate in this shared time and members of staff take it in turns to lead the act of collective worship.

Limits of Authority

To operate within the ethos and aims of Open Doors, adhering to budget parameters and the Open Doors' confidentiality agreement.

Key Attributes

The following represent key attributes we are looking for in the successful candidate:

Calling

- Committed Christian who is completely in sympathy with the calling and mission of Open Doors

Character

- Teachable, humble, approachable, and able to maintain confidentiality
- Able to work under pressure, flexible and adaptable to get the job done
- Self-starter with positive and proactive outlook and approach to dealing with obstacles
- Confident and mature approach to taking responsibility with and for others
- Excellent interpersonal skills and ability to deal with a wide cross-section of people

Culture

- Leading by example in servant-heartedness, empowering and respecting others
- Impact committed to get the job done for the direct benefit of the suffering church
- Focus able to stay on task and achieve outcomes within agreed time frames
- Team relational, fit, able to work with and for others, to step in and step up when needed
- Presentation: maintaining Open Doors' standard of clean, tidy, modest and professional appearance

Competency

- Educated to A-Level standard or equivalent experience.
- Demonstrable professional experience in social media management, including leading the delivery and development of social media channels for an organisation, brand or cause.
- Hands-on experience managing social media channels in a professional or organisational context.
- Experience managing major social media platforms, including Facebook, Instagram, YouTube, and X (Twitter).
- Experience using social media management and analytics tools (e.g. Meta Business Suite, Hootsuite, Sprout Social) and familiarity with tools such as Google Analytics.

In addition, it would be beneficial for you to demonstrate the following:

- Experience with B2C social media marketing or content development
- Experience using social media management tools (e.g. Hootsuite, Sprinklr, Sprout Social)
- Experience with Microsoft Office (Excel, Outlook)
- Experience with Adobe Creative Cloud (Photoshop, Premier Pro) or equivalent digital media editing tools a plus
- Proficiency with major social media platforms and social media management tools

- Proficiency with video and photo editing tools, digital media formats. HTML experience a plus
- Ability to understand historical, current, and future trends in the digital content and social media space

Enhanced disclosure information may be requested from the DBS in the event of a successful application.

Our Statement of Faith

Open Doors is an evangelical Christian ministry

Our Trinitarian faith is enshrined and expressed in the historic creeds of the church:

We believe in God the Father Almighty, maker of heaven and earth;
and in Jesus Christ His only Son, our Lord,
who was conceived by the Holy Spirit;
born of the Virgin Mary;
suffered under Pontius Pilate;
was crucified, died and was buried.
He descended into hell,
the third day He rose again from the dead;
He ascended into heaven, and sits at the right hand of God the Father Almighty,
from where He will come to judge the living and the dead.

We believe in the Holy Spirit;
the holy Christian Church;
the communion of saints;
the forgiveness of sins;
the resurrection of the body;
and the life everlasting.