

## Social Media Manager

Reports to: Head of Marketing  
Direct reports: None  
Based: Marketing department, CQI office, London WC2A 1EU  
Contract: Full-time, permanent (35 hours per week)  
Salary:

### Role purpose

The Social Media Manager will manage the CQI social media channels to help raise the profile of the organisation and quality profession. The post holder will be responsible for designing the CQI social media strategy and meeting organisational objectives, by amplifying our voice, reach, engagement and sentiment of existing audiences and prospects. Confident in developing, testing, and reporting on innovative social media content, this digital professional will demonstrate best practice, share knowledge, and build confidence across the wider digital marketing and Professional Development (content) teams.

The Digital Marketing team support all teams across the organisation which means our work is varied and services are in demand. We are responsible for sharing the CQI's message and vision using online channels and inspiring people to join the CQI / IRCA and the quality profession. Our strategy to 2030 aims to lead the quality management practice by investing in research and content; broaden the scope of the profession by engaging with allied associations and professions and grow our global audience through collaboration and relationship building. Our social media channels are particularly important in meeting those objectives. Responsible for the day-to-day maintenance of the CQI's social media channels and managing the overall health of social media (strategy and measurement).

### Key responsibilities

- **Strategic input:** Contribute to the CQI Strategy specifically broadening the scope of the profession (Gain the support of allied professions in delivering excellence in governance, assurance, and improvement) and grow our global influence (Get more actively involved in quality communities around the world, recognizing the complex environments in which members operate)
- **Social media strategy:** Manage the social media strategy to increase followers/reach, engagement, and sentiment across current social media channels – LinkedIn, Twitter and Facebook and identify other channels we should be active on
- **Social media benchmarking:** Perform research on current benchmark trends and audience preferences
- **Social media scheduling:** Lead the transition from Buffer to Hootsuite to support greater transparency and collaboration, efficiencies, and social media insights
- **Social media campaigns:** Working closely with colleagues across the organisation, plan and develop social media campaigns, crafting and posting compelling content that follows our brand guidelines and is relevant to our audiences. Including 'live' posting at CQI/Quality events
- **Social media best practice:** Lead, support and collaborate with other teams to include Professional Development, Membership and L&D to build social media confidence, resilience, and digital skills across the CQI. Design and ensure brand consistency/tone of voice
- **Paid social advertising:** Manage our paid advertising spend to ensure a return on investment. Identify where digital agency support is required to support

- **Social media monitoring:** Monitor and respond promptly to direct messages and contribute to moderating the CQI's forums and LinkedIn groups
- **Analytics and Insights:** Using analytic tools across social platforms, define KPIs for social media campaigns, turn data into insights and report into Marketing dashboard. Monitor web site traffic/leads generated by social media
- **Social media relationships:** Cultivate relationships with social media influencers to develop a strong network of advocates, including senior management and internal stakeholders
- **Data and GDPR:** Ensure data capture for prospects is targeted and GDPR compliant and that marketing preferences are up to date and compliant
- **General:** Process invoices, order supplies and carry out additional duties based on the needs of the Marcomms team and wider CQI business

### Performance indicators of the role

(These are included to outline the scope of the role. The list is not exhaustive). As part of a small but agile team, the Social Media Manager plays a key part in implementing marcomms activities including:

- Planning, curating, and monitoring the effectiveness of content across social channels
- Meeting organisational objectives and aligned project and campaign deliverable/targets
- Positive sentiment across internal and external partners

### Skills and behaviours

- **Social media marketing and content creation:** Sound experience of creating and optimizing content across social media platforms (LinkedIn, Twitter, Facebook, Instagram, TikTok)
- **Campaign management:** Ability to prioritize, manage and deliver on multiple campaigns
- **Brand:** Experience of managing and protecting a brand and its reputation on social media
- **Copy, editing and proofreading:** Ability to identify and tailor key messages to multiple audiences across multiple social media channels
- **Quality digital content:** A passion for creating quality digital content to improve people's lives in multiple formats. For example, knowing when and how to use static content, GIFS, reels/video, Q&As, lives, pools and longform content
- **Attention to detail:** A good eye for design, imagery and layout, and editorial best practice
- **Stakeholder management:** Ability to establish strong relationships quickly and confidently with key internal and external stakeholders at all levels. With the ability to communicate clearly and manage expectations
- **Research and analysis:** Adept at keeping abreast of social media developments and using insights to make suggestions for improvement
- **Drive and determination:** A strong professional pride and commitment to leading campaigns and activities forward to meet and exceed objectives
- **Collaborative team player:** With a positive, can-do attitude and the ability to work across global and cross-functional teams
- **Organisational skills:** Organised and proactive, you'll be able to work on multiple projects together with day-to-day tasks and meet deadlines
- **Commercial astuteness:** Ability to identify opportunities, think creatively and produce innovative solutions to problems
- **Computer literacy:** Microsoft 365 suite, Outlook, social media platforms, tools, and databases

- **Continual Professional Development:** A commitment to learning and development for self and team. Keep up to date with developments in digital technology, digital marketing, and sector trends

### **Qualifications and experience**

- Professional marketing qualification or working towards (CIM, DMI or similar)
- Experience as a Social Media Manager/Community Manager
- Experience in creating social media strategy
- Knowledge of best practices for social media platforms such as Facebook, Twitter, Instagram, LinkedIn, TikTok
- Experience of crafting engaging content
- Experience of social media listening and responding to followers, confident in articulating organisational views effectively
- Experience of managing analytics tools and articulating insights in a variety of formats
- Experience of developing internal/external stakeholder relationships, particularly focused on influencer engagement
- Excellent verbal and written communication skills
- Adobe Creative Suite (Photoshop, Illustrator, and InDesign)

### **Additional Information**

- **Start date:** Immediate
- This is a permanent, full-time, 35 hrs per week position (Mon – Thurs 9am to 5pm, Fri 9am to 4pm) with some flexibility around these core hours
- The role will be based in our office near Chancery Lane, London. There is flexibility to blend working in the office with working from home. You may also be required to travel occasionally (within the UK) to attend events and client meetings

### **Benefits**

- A pension scheme into which the CQI will contribute an amount equal to 4% of qualifying earnings in the first year, which will increase to match any increased employee contribution up to a maximum of 10% after one year's service
- Life assurance
- Income Protection
- Interest-free season ticket loan
- The CQI will reimburse the cost of an eye test once a year up to the value of £25
- Reward Hub, an online platform that offers the largest employee discounts scheme in the world, as well as a wellbeing centre that supports physical, mental, and financial wellbeing
- Seasonal flu jabs
- 25 days holiday, increasing by one day for every year of service to a maximum of 30 days, plus UK bank holidays (pro rata)
- 3 days office closure between Christmas and New Year
- 35 hour working week
- Flexible working hours, ie flexible start and finish times around core hours
- Working from home (hybrid)
- Career development – we are committed to developing our people and invest in training for everyone

- The CQI will pay for one professional membership related to your role
- Various activities to get involved with professionally and personally e.g. weekly coffee mornings, social committee events, training
- Sociable friendly culture committed to doing an excellent job for the quality profession

### **How to apply**

Please send your **CV and covering letter**, explaining how you meet the key skills, experiences and behaviours required, to [marketingcareers@quality.org](mailto:marketingcareers@quality.org)

### **About the CQI**

The Chartered Quality Institute (CQI) is a professional membership body with a range of products and services aimed at raising awareness of quality (governance, assurance, improvement) and growing capability within organisations in all sectors.

We also own the International Register of Certificated Auditors (IRCA), for auditors of management systems, and we have a combined membership of approx. 19,000 professionals. Our training course portfolio provides the industry standard for quality professionals.

[www.quality.org](http://www.quality.org)