



inspired  
minds

**JOB DESCRIPTION**  
**SOCIAL MEDIA SPECIALIST**

# Inspired Minds

## Who We Are

Inspired Minds is a grassroots charity that was founded in 2014 to bridge the gap in the understanding of mental health within and between our communities. To achieve our mission and vision, our approach is 2-pronged. We provide critical support and counselling services for both Muslim and non-Muslim clientele alike; recognising cultural, spiritual and Islamic needs. We also actively raise awareness on a variety of issues experienced within our communities, which is informed by the field-based research that we conduct to further our understanding.

## Our Vision

We are passionate to build a society where people experiencing mental health challenges can receive understanding, recognition and are empowered to live a fulfilling life.

## Our Mission

We are an Islamic grassroots charity that raises awareness and provides support from a faith-based and culturally-sensitive perspective, to those affected by mental health challenges.

## Our Values

Our core values form the foundation, beliefs and principles that lie at the heart of our organisation.

### Islamic

We are inspired, anchored and guided by our faith, which illuminates what we do.

### Compassionate

We attend to the needs of every person with sensitivity, empathy and kindness.

### Ambitious

We are determined to go the extra mile and make a lasting difference.

### Respect

We treat one another with dignity, honesty and understanding; valuing differences and all contributions.

### Excellence

We continuously learn, improve and strive to be the best in everything we do.

# Social Media Specialist JD

- **Job Title:** Social Media Specialist
- **Team:** Communications
- **Hours:** 5 hours per week (mostly remotely with quarterly meetings in London)
- **Duration:** Permanent
- **Purpose:** The Social Media Specialist will develop and implement the organisation's social media strategies. They will also help manage various social media platforms and implement online marketing campaigns.

## Role Responsibilities

- Design a social media strategy that's in line with the brand identity, the organisation's audience, and goals.
- Generate, edit, publish and share daily content that builds meaningful connections and encourages community members to take action.
- Help manage and optimise organisation pages within each platform to increase the visibility of organisation's social content.
- Continuously improve by capturing and analysing the appropriate social data/metrics, insights and best practices, and then acting on the information.
- Helping to manage and implement online marketing campaigns on platforms including Facebook, Instagram, Twitter, LinkedIn, YouTube and Google AdWords.
- Analyse and report social media on a monthly basis for successes and new opportunities.
- Act as an advocate where needed and provide information and advice to individuals and families affected by mental health problems.
- Work with their team and line manager to achieve frequent, timely and positive outcomes.
- Relay updates as and when required by their line manager.
- Ensure all due diligence with regards to work carried out.
- Conduct all tasks with regards to any and all relevant legislation, policies and procedures.
- Maintain a high degree of professionalism, privacy and confidentiality at all times.
- Attend and participate in meetings.
- Work respectfully and cooperatively with colleagues, taking on board suggestions and recommendations.
- Attend any training to progress in individual professional development.
- Participate and take on any further tasks in relation to the post, which may benefit Inspired Minds.

## Essential

- Professional experience with all social media platforms: Facebook, Instagram, Twitter, LinkedIn, YouTube and Pinterest.
- Experience in managing social media content, strategy and implementation.
- Experience in editing and copywriting.

- Strong data analytical skills.
- Experience of creating and developing a digital communications strategy.

### **Desirable**

- Evidence of training and continued professional development.
- Experience with Photoshop or design skills.