

Job Title: Website and Social Media Manager

Reports To: Senior Marketing and External Affairs Manager

Job Purpose

The Website and Social Media Manager is responsible for delivering a compelling and consistent digital presence that reflects Affinity Trust's values, services and strategic priorities. This hands on role manages the website, social media platforms, and digital content to ensure the organisation is visible, engaging, and influential across key channels.

By combining technical expertise with creative execution, the postholder will drive website performance, optimise search visibility, and lead targeted social media activity that builds strong online communities and enhances brand reputation. The role supports business growth, recruitment, public affairs, and stakeholder engagement—amplifying the voices of children, young people and adults with learning disabilities, autism or mental and those who support them.

Covering website management, SEO and social media strategy, content creation and online community development, the role balances technical expertise with hands-on creative execution. It is responsible for managing website performance, optimising search visibility, and leading targeted social media activity that builds strong online communities and a positive brand reputation. The role ensures digital content aligns with organisational objectives, including public affairs, recruitment, and commercial initiatives and opportunities. The role requires combining a proactive and data-driven approach, using analytics to refine strategies and deliver measurable results with hands-on content creation and putting processes and practices in place to generate varied, regular and consistent content with colleagues across the organisation.

Key Responsibilities

Digital Strategy and Planning

- Develop and execute digital strategies that enhance the organisation's online presence and reputation.
- Ensure alignment of all digital activity with organisational objectives, including business growth, recruitment, and public affairs.
- Develop and maintain content strategies and calendars to support campaigns, sector positioning, and stakeholder engagement.
- Ensure the voices and experiences of people with learning disabilities are authentically represented in digital content, amplifying their stories and perspectives.
- Stay up to date with industry trends, algorithms, and best practice in digital communications.

Website Management

- Manage the organisation's website with the support of an external agency, ensuring functionality, appropriate accessibility, and alignment with brand guidelines.
- Use Google Search Console and GA4 to monitor and optimise website traffic, user engagement, and competitive performance on key terms.
- Oversee website content updates, ensuring accuracy, relevance, and alignment with brand tone of voice.
- Implement SEO and GEO strategies to maximise online visibility and reach.
- Produce relevant content with the Marketing and External Affairs Manager and other colleagues that supports the agreed strategies.

Social Media Leadership

- Lead on the organisation's social media strategy, setting clear platform-specific objectives content strategies.
- Develop processes and practices that enable and empower colleagues across the organisation to contribute to content creation and strengthen the organisation's social media presence.
- Create engaging and accessible content that reflects the brand's tone of voice and values, targeting a range of audiences and stakeholders including people we support, families, commissioning teams and public affairs professionals.
- Build, manage, and nurture online communities, driving brand awareness, credibility and audience engagement and trust.
- Monitor and respond to social media trends, conversations, and opportunities in a timely and appropriate way.
- Run organic and paid advertising campaigns to support recruitment, commercial initiatives, and awareness-raising activity.

Content Creation and Digital PR

- Develop engaging, accessible, and visually appealing content (text, images, video, infographics) tailored to different platforms and audiences and in line with organisational strategy and brand tone of voice.
- Ensure consistency of messaging and branding across all online channels.
- Lead on digital PR activity to support campaigns, partnerships, and organisational reputation.
- Support the Marketing and External Affairs Manager in creating targeted content for public affairs and stakeholder influence.

Analytics, Evaluation, and Improvement

- Analyse digital performance metrics and prepare regular reports on website, social media, and campaign activity.
- Use insights to refine strategies, improve engagement, and strengthen online presence.
- Develop activity plans and work schedules to ensure continuous improvement in digital performance.
- Monitor competitor activity and emerging trends to inform future planning.

Cross-Organisational Support

- Provide digital marketing expertise and support to other departments, including Recruitment, Internal Communications, Commercial, Operations and Fundraising.
- Collaborate with colleagues to ensure digital content meets organisational needs and objectives.
- Act as a champion for digital best practice across the organisation, supporting skills development and capacity building.

Governance and Reporting

- Contribute to regular reports to senior leadership on website and social media performance, including competitive insights, opportunities, and risks.
- Ensure all platforms and activities comply with relevant legislation, guidance, and best practice.

Person specification

	Essential	Desirable
Values	<p>Demonstrates organisational values:</p> <ul style="list-style-type: none"> • People at the heart of everything we do <i>We listen, we learn, we build on strengths.</i> • We give our best. <i>What we do matters. Good days and bad, we take responsibility.</i> • We work together. <i>We are one team and value people's strengths and differences. We are open and trusting with each other.</i> • We have courage. <i>We try new things. We are creative and adaptive.</i> 	
Skills and experience	<ul style="list-style-type: none"> • Proven experience in managing websites and social media channels for an organisation or brand. • Strong understanding and proven experience of devising digital strategy, planning and delivering content and developing and managing online communities. • Demonstrable knowledge of SEO, GEO, and digital PR, including experience of improving search rankings and online visibility. • Hands-on experience with Google Analytics 4 (GA4) and Google Search Console, with the ability to interpret data and provide actionable insights. • Experience managing website agencies or external creative suppliers. • Experience running organic and paid advertising campaigns across multiple platforms (e.g. Meta, LinkedIn, Google Ads). • Excellent content creation skills, including writing, editing, and developing engaging multimedia content targeting different audiences with the same voice. • Understanding of safeguarding and ethical considerations in online community management. • Skills in photography, videography, or graphic design for use in digital channels. • Strong project management skills, with the ability to manage multiple deadlines and priorities. • Experience monitoring and responding to social media trends and activity in a professional capacity, with different audiences. • Evidence of continuing knowledge gain in website and social media best practice. 	<ul style="list-style-type: none"> • Experience working in the health, social care, or not-for-profit sectors. • Understanding of the social care market, particularly services for people with learning disabilities. • Knowledge and understanding of issues affecting people with learning disabilities and their families. • Familiarity with accessible communication formats (e.g. EasyRead, UserWay, ReciteMe, ReachDeck) and inclusive design principles. • Detailed knowledge and understanding of LLMs and how their development will impact on the sector and brand. • Familiarity with public affairs in the LD sector and experience supporting policy campaigns with targeted digital content. • Experience using social listening or advanced digital analytics tools.



	<ul style="list-style-type: none"> • Evidence of using data and analytics to refine strategies, measure the success of activity and improve outcomes. • Excellent communication and interpersonal skills, with the ability to build trusted relationships and work collaboratively across teams. • Budget management experience, with a focus on achieving value for money. • A proactive, creative self-starter, able to combine technical expertise with engaging storytelling. 	
Qualifications	<ul style="list-style-type: none"> • Degree or equivalent experience in digital marketing, communications, media, or a related field. • Evidence of ongoing CPD in general website management, UX, SEO, GEO, digital advertising and social media. 	<ul style="list-style-type: none"> • Professional qualification or certification in digital marketing, SEO, social media, or analytics (e.g., CIM, Google, Meta Blueprint). • Training in accessibility and inclusive communications.
Other	<ul style="list-style-type: none"> • Values-driven, with a commitment to improving the lives of people with learning disabilities. • Resilient and adaptable, able to manage competing priorities. • Collaborative and team-oriented, with the ability to build strong internal and external relationships. • Excellent communicator, able to engage and inspire diverse audiences. • High level of integrity, discretion, and professionalism in handling sensitive issues. • Creative and innovative, with the confidence to propose new ideas and approaches. • Strong attention to detail, ensuring accuracy and consistency in all communications. • Full UK driving licence and willingness to travel nationally to create content with local teams, and stay overnight when required. 	<ul style="list-style-type: none"> • Politically and socially aware, with the ability to identify opportunities for digital influence. • Passionate about equality, diversity, and inclusion in all aspects of communication.