

# Social Media Manager

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Reports to: Contractor

Type of Work: Remote

Volunteer Commitment details

- 3-7 hours weekly

## About Us:

We are a dedicated team that offers young people active learning experiences in STEM careers, giving them the opportunity to gain knowledge and exposure that will help them make decisions about their future.

BeScience STEM creates these opportunities by providing platforms to connect the STEM leaders of today with the leaders of tomorrow, cultivating STEM skills in young people and reducing information gaps on STEM careers.

At BeScience STEM, we strive to make STEM Education more engaging and accessible to everyone. We aim to expose 1 million young people to the STEM industry! Follow our journey at #1MillintoSTEM.

## Role Overview:

We are seeking a **Social Media Manager** to lead the development and execution of our social media strategy across all platforms. This role blends creativity with analytical thinking, ensuring our online presence is engaging, inclusive, and aligned with our mission. You'll shape our digital voice, grow our community, and help young people discover the excitement of STEM. If you have a passion for having impact through social media, this role is perfect for you!

## Key Responsibilities:

- **Strategy & Planning**
  - Perform research on current benchmark trends, youth engagement patterns, and audience preferences.
  - Stay up to date with emerging technologies, social media trends, design tools, and youth digital culture.
  - Design and implement a social media strategy that aligns with organisational goals and supports programme growth.
  - Set clear objectives for reach, engagement, and conversion, and report regularly on ROI and performance metrics.
- **Content Creation & Management**
  - Generate, edit, publish, and share engaging daily content, including original text, photos, videos, graphics, and STEM-related news.
  - Maintain a consistent brand voice that is inspiring, inclusive, and youth-friendly.
  - Oversee the design and visual identity of all social media accounts, including cover images, profile photos, and blog layouts.
- **Community Engagement**
  - Communicate with followers in a warm, timely, and professional manner.
  - Respond to queries, encourage conversation, and nurture a positive online community.
  - Monitor and respond to customer reviews, feedback, and messages across platforms.
- **Analytics & Optimisation**
  - Monitor SEO performance and web traffic metrics to inform content decisions.
  - Track platform analytics to identify trends, opportunities, and areas for improvement.
  - Suggest and implement new features—such as competitions, challenges, or interactive campaigns—to boost brand awareness and engagement.
- **Collaboration & Cross-Team Support**
  - Work closely with marketing, programme delivery, grants and partnerships teams to ensure brand consistency and aligned messaging.
  - Support wider organisational campaigns, events, and initiatives through strategic digital promotion.
  - Contribute to storytelling efforts by highlighting young people's achievements, partner collaborations, and community impact.

## Requirements:

- Essential
  - Proven experience managing social media platforms for an organisation, brand, or community project.
  - Strong copywriting, visual storytelling, and content creation skills.
  - Ability to analyse data and translate insights into actionable improvements.
  - Excellent communication skills and a passion for engaging with diverse audiences.
  - Highly organised, proactive, and able to manage multiple deadlines.
- Desirable
  - Experience working with young people, education, or STEM-related initiatives.
  - Knowledge of SEO, digital marketing tools, and analytics platforms.
  - Familiarity with design tools such as Canva, Adobe Creative Suite, or similar.
  - Understanding of the challenges faced by underrepresented groups in STEM.

## Benefits:

- A supportive, creative environment where your ideas genuinely matter.
- A chance to shape the digital voice of a mission-driven organisation.
- Work in a creative and collaborative team dedicated to STEM education.
- Expand your portfolio with meaningful content that contributes to a real-world mission.
- Flexible working arrangements where possible.

*At BeScience STEM CIC, we recognise our people are our strongest asset, and the diverse skills they bring to our international workforce are the driving force of our success. As an Equal Opportunity Employer, we do not discriminate on the basis of any protected attribute, including race, colour, religion, national origin, gender, sexual orientation, gender identity, gender expression, age, marital or veteran status, pregnancy or disability, or any other basis protected under applicable law. We also consider qualified applicants with criminal histories, consistent with applicable local law.*