

<b>Position</b>	<i>Social Media Lead</i>
<b>Reporting to</b>	<i>Executive Lead and Board Member for Marketing &amp; Communications</i>
<b>Location</b>	<i>Flexible</i>

## Background

Women in Nuclear UK (WiN UK) was formed in early 2014 to improve diversity and increase the skills base in the nuclear industry by encouraging gender balance.

Women in Nuclear UK's mission is to address the industry's gender balance, improve the representation of women in leadership, engage with the industry, government and public on nuclear issues and support the industry with tools and information.

WiN UK's Strategic Objectives:

- **Attraction** - to encourage women to join the nuclear industry through engagement with schools, colleges, universities, appropriate youth groups and nuclear sector employers to create dialogue and raise awareness of the industry via events and communications. Also to work with national organisations to provide consultation and feedback on best practice to achieve a gender balanced workforce.
- **Retention** - to support those already in the sector with career progression through mentoring and networking.
- **Dialogue** - leading on broader engagement on diversity within the sector, but also on engaging women outside the industry in the debate on nuclear energy.
- **Industry Guidance** – development and management of the Industry Charter, engagement with Charter signatories, development of toolkits and materials to aid companies by bringing together experts and information, in a guide on best practice.

## Organisation

WiN UK is governed by an Executive Board. The purpose of this board is to ensure WiN UK objectives are met in accordance with the strategic plan, to engage across the sector and to support regional teams in their delivery. WiN UK Executive Board Committees deliver centralised and national WiN UK initiatives and are led by an Executive Board Member.

This role reports to an Executive Board member and is part of **Marketing & Communications Committee**.

Please note that this is a voluntary post.

The Marketing & Communications Committee includes 5 leads who work with the WiN UK Executive to plan and create news and share stories, marketing material, and content for WiN UK's website, collaboration hub and social media channels in support the objectives of WiN UK.

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## Main Responsibilities

**Overall:** To lead the development of WiN UK's social media strategy, feeding this into the broader WiN UK Marketing and Communications Strategy. To also have ownership for all of WiN UK's social media accounts and coordinate activities on these.

More detailed responsibilities:

- Develop and lead on an effective social media strategy for WiN UK to feed into the wider Marketing and Communications Strategy.
- Own all WiN UK social media accounts and manage the delivery of social media content with a continuous focus on optimisation.
- Set the standards for, and provide advice on using personal accounts on behalf of WiN UK (possibly through drafting some guidance).
- Specifically, provide support and guidance on how to use social media to publicise WiN UK events or WiN UK attendance at key industry events.
- Work closely with the wider Marketing and Communications team and the relevant individuals in the Regional teams to ensure all social media activity is integrated and consistent.
- Provide a summary on monthly social media activity to the Marketing and Communications Exec Lead to feed into the monthly Board reports.

## Qualifications and Experience

It is likely that the successful candidate will have:

- Previous experience of creating and delivering social media strategy.
- Solid understanding of a range of social media platforms.
- Data analysis and statistical skills to provide social media traffic insight.
- The ability to build great working relationships with lots of different people.
- Is a committed and loyal individual who is passionate about the WiN UK mission.
- Is a strong communicator and has a creative mind-set.

## Commitment required

- 1-2 hours per week for specific tasks/emails.
  - Commitment to the role for at least one year.
  - Ability to attend conferences and meetings on behalf of WiN UK as required/available.
  - The role may require support to other initiatives throughout the year, including but not limited to the WiN UK annual conference.
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