



Candidate pack

Role: Senior Social Media Content Executive



British Heart
Foundation



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Appointment of Senior Social Media Content Executive

Dear Candidate,

Thank you for your interest in our role of Senior Social Media Content Executive at British Heart Foundation (BHF).

It is my privilege to lead the Marketing, Fundraising and Engagement team for one of the UK's largest charities and the nation's leading independent funder of heart and circulatory disease research.

BHF is an organisation that has a unique position in the research community. We are among the world's largest private funders of research into heart and circulatory diseases, and we provide global impact that offers hope to millions, as well as practical support to many thousands of people every week.

Part of what makes BHF so effective is the enduring support we receive from our donors, fundraisers, and volunteers, many of whom have been personally touched by heartbreak. Our hope is that, by funding groundbreaking research we can create a world free from the fear of heart and circulatory diseases.

As a Senior Social Media Content Executive, you'll produce industry-leading content first, mission-led content across BHF's social channels.

We want an exceptional colleague who exemplifies and champions our values; brave, informed, compassionate and driven. It's an incredibly exciting time to be part of our team. We are more ambitious and determined than ever – because the potential cures and treatments we need are in sight. You could be part of getting us there sooner, so thank you for your interest.


BHF is also proud that we are working towards being a truly diverse organisation, with an Equality, Diversity and Inclusion (EDI) strategy, Igniting Change, setting out a roadmap of changes we want to see. Our growing commitment to equality, diversity and inclusion spans across our organisation and we pride ourselves on being an inclusive employer who puts diversity at the heart of everything that we do.

So, if you feel you have the skills and experience that we are looking for, and you share our determination to help fund lifesaving research, then we would be delighted to hear from you.

Claire Sadler

Chief Marketing and Fundraising Officer





“CPR and heart surgery saved my life when I was six. Research made that happen.” - Jady Briggs

About British Heart Foundation

There is nothing more precious than our hearts. But millions of people's hearts in the UK are vulnerable and need our help. At British Heart Foundation (BHF) we are on a mission to protect all our hearts, so no one has to live in fear of heart and circulatory diseases.

We raise money to fund research that helps to save and improve lives, and to support people affected by heart and circulatory diseases.

For over 60 years we've been a leading independent funder of research into heart and circulatory diseases. We are the UK's largest charity retailer with around 700 stores, an employee base of over 4,000, supported by a further 18,000 volunteers.

With over £430 million of BHF-funded research in progress, we have an aspiration to invest in excess of £1 billion in research by 2030.

We have so much to be proud of. But we know we're just scratching the surface of our true potential. And the challenges we face are as grave as ever.

There is nothing more precious than our hearts. But the tragic reality is that millions of people's hearts are at risk. Mounting numbers of people face an agonising wait for care, while many more live in hope of treatments and cures that could save or improve their lives.

At the same time, the researchers we fund really are making science fiction a lifesaving reality. From our CureHeart programme, which offers hope of a cure to 30 million people worldwide with an inherited heart muscle disease for the first time in history, to using data science and artificial intelligence (AI) to predict heart attacks before they even happen, we're proud to be backing transformational research that is changing the world.

However, we need your support. By joining BHF, you could help us bring hope to people affected by heart and circulatory diseases in the UK.



Being a responsible charity

We've continued our journey to become a more socially, environmentally and financially sustainable organisation.

Our core purpose is to save and improve the lives of people affected by heart and circulatory diseases. We raise money to fund research to find cures and develop treatments for the world's biggest killers. And we are determined to do this in a responsible way.

Links between environmental factors and heart and circulatory diseases are clear. Research shows that extreme weather, such as intense heat and cold, have negative impacts on people living with these conditions.

We see it as a key part of our core purpose – to make sure that we carry out our lifesaving work in a responsible way. Our progress this year has included setting our commitment to be a net zero organisation by 2045, at the latest.

This covers all areas of our activities, from direct emissions, such as the heating we use in our BHF offices and stores, to the much more significant indirect emissions from within our supply chain through to how the research we fund is undertaken.

This year we have focused our work on mapping BHF's full carbon footprint. This gives us a detailed view of where and how we can make the most impact to reduce our impact.

Our roadmap to net zero has six key areas for initial focus:

- energy efficient and zero emission buildings
- zero emissions transport
- product sourcing and suppliers
- travel and logistics
- waste and circular economy
- research funding.

These commitments form an ambitious roadmap to be an ever more responsible organisation to our planet and our people.

Sometimes the research we fund may involve animals; this isn't something we take lightly and you can read more about our commitments in research [here](#).

Our strategy to 2030

Rising to unprecedented challenges

We are on a mission to protect all our hearts, so no one has to live in fear of heart and circulatory diseases.

Our strategy to 2030 has guided us in making this impact. It sets out the changes we want to see in the world by 2030, and how our work will help us achieve them.





Team BHF attending a Pride event

Belonging

Our push for equality, diversity and inclusion takes many forms, including how we manage our organisation, and how our research funding helps to tackle health inequalities.

An important starting point is making sure BHF's workforce reflects the general population so we can better represent the experiences and voices of the communities we support. A more diverse, inclusive, and fair BHF will not only improve the quality of what we do, but the impact we have.

The ongoing work of Kaleidoscope, our equality, diversity and inclusion group, as well as our Research Inequalities Working Group, demonstrate our commitments to improve equality, diversity and inclusion for our staff, volunteers, and supporters, as well as our funding activities.

We want all of our BHF colleagues to have development and progression opportunities, and to embed a more inclusive culture throughout our organisation. Our EDI strategy, Igniting Change, sets out our roadmap of the changes we want to see.

Our Kaleidoscope group is made up of representatives from across the organisation. Our activities encompass accessibility to work and progression for those with care responsibilities, working parents, those with disabilities and long term health conditions, different age groups, those from underrepresented ethnic backgrounds, LGBTQ+ individuals and many more forms of diversity, both visible and invisible.

We have a number of affinity groups within the organisation. These include spaces for working parents, individuals from different religious, racial, and ethnic backgrounds, members of the LGBTQ+ community and those with disabilities and long term health conditions. These are designed to be spaces for colleagues to feel connected, included and heard.

We want to fund lifesaving research for everyone. We can help to achieve this by welcoming colleagues from all backgrounds to come and be part of our BHF family.

Building an inclusive and supportive environment

Many heart and circulatory diseases are diseases of inequality. Our equality, diversity and inclusion (EDI) strategy, Igniting Change, recognises that everyone's circumstances are unique. We are committed to funding lifesaving research for everyone, and we are committed to being an inclusive employer.

Whilst working at BHF, we actively encourage our colleagues to feel safe to bring their true selves to work. We strive to create a culture where colleagues are inquisitive about diversity and keen to get involved in all activities which make individuality and inclusivity part of what we do every single day

Improving diversity in research

Making the world a fairer place is an important goal, one that we are proud to contribute to by tackling inequalities in cardiovascular health, improving the diversity of our research workforce, and making BHF a more inclusive place to work.

We want to have achieved greater inclusivity in the funding and the design of research, as well as in the cardiovascular research community. We have focused on collating data that defines our starting point, so we can take the right action to improve diversity.

We've published our first research funding diversity report. The report provided valuable insight that is helping us shape our future actions to address under-representation in our research community.

Staff engagement

Listening to our colleagues, and understanding what matters, is always the first step in improving the employee experience.

Our highest scoring areas in the latest colleague engagement survey were goal setting, fair treatment, responding appropriately to instances of discrimination and that BHF has created an environment where people of diverse backgrounds can succeed.

Heartfest

In June 2022 we held our first ever Heartfest, an online festival that brought BHF colleagues together to celebrate our work and give everyone a chance to reconnect with each other and to our cause.

Heartfest has since been a yearly event, growing each year and incorporating both online and in person events at BHF offices and shops across the UK.

Celebrating Pride

Pride is a chance for us to learn and show support for the LGBTQ+ community. BHF colleagues have taken part in Pride events across the country since 2018, including Pride marches in Edinburgh, Cardiff, Belfast and London.



Wellbeing

We take immense pride in fostering an environment that prioritizes the health, safety, and wellbeing of our employees, volunteers, and customers. Our excellence in health, safety and wellbeing is about cultivating a culture where every individual feels valued and safe, and our commitment to creating a safe and healthy workspace has been recognized nationally, culminating in the prestigious ROSPA Gold Award we proudly received in 2023.

One of our standout initiatives is the “Live Well Work Well” project group, which plays a pivotal role in enhancing workplace wellbeing. This group organizes a myriad of activities and resources aimed at promoting and supporting mental, physical, social and financial health.

At BHF, we believe that a safe and healthy workplace is the foundation of success. As we continue to innovate and grow, our commitment to health, safety, and wellbeing remains unwavering. Join us and be a part of an organization that not only values your professional contributions but also cares deeply about your overall wellbeing.

A flexibly connected organisation

Our flexibly connected programme allows colleagues based outside of shops and stores to work flexibly, in a way that helps unlock their best work for the cause. The programme has been engaging with our Champions network, gathering insights from colleagues through our Ways of Working Study, to continuously adapt the approach where needed. It was awarded the Best Flexible Working Strategy at the HR Excellence Awards.

Join us at BHF and be part of a team that truly cares about your wellbeing. Together, we can make a difference in the fight against heart disease while supporting each other every step of the way.

These are our values

We are proud that the work we do is funding groundbreaking, lifesaving research that one day could see a world free from the fear of heart and circulatory diseases, including conditions such as heart attacks, stroke and vascular dementia.

That's why our values are key to defining who we are, how we do things and how we can achieve our ambitions so that every pound we raise funds the research that keeps millions of hearts beating.



We're brave

We speak out. We're decisive. We're innovative.



We're compassionate

We're open and honest. We respect others. We care.



We're informed

We're clear. We're open minded. We're work together.



We're driven

We're focused. We're determined. We keep learning.



Our benefits

We all achieve more together when we're happy and healthy

As a world class organisation, we offer competitive salaries and an attractive package of benefits, designed to support the health and wellbeing of everyone who works here.

Our generous benefits include:



Annual leave

Our annual leave allowance of 30 days plus bank holidays is among the best in the sector.



Healthcare

We offer employees private healthcare, dental health cover and a contribution towards your gym membership.



Family leave

We offer 12-weeks' pay package for all family leave including maternity, paternity and adoption leave and are committed to offering returning parents and guardians the opportunity to work flexibly.



Live well. Work well.

Heart health is central to our mission, and that starts with you. We provide a programme of activities, opportunities and guidance to inspire and support you to live a healthy and happy life, at home and at work.



Support leave

We offer a holistic support leave of up to 10 days leave to support colleagues in time of uncertainty, where you may need to take additional time away from work to support yourself or others during a life event, such as caring responsibilities, bereavement, and specialised medical appointments.



Pension

Our generous pension scheme will support you to save for your retirement. You can contribute a minimum of 3% but can increase this to 8% or more, with employer contribution starting at 5% and increasing to a maximum of 10%.

Job specification

Job description

Job title	Senior Social Media Content Executive		
Directorate	Marketing, Fundraising and Engagement		
Team	Social Media		
Reporting to	Social Media Manager	No. of direct reports	0
Agility contract type	Blended (Home & Office)		
Location	Dual location – Home & London Office (NW1 7AW)		
Budgetary responsibility	N/A		
Job level	5	Date	Feb 2025

Role summary

The Senior Social Media Content Executive will produce industry-leading, mission-led content across the British Heart Foundation (BHF)'s social channels. This involves creating and delivering content for various platforms, including Facebook, Instagram, X, Bluesky, LinkedIn, YouTube, and TikTok, while adhering to BHF's brand guidelines, visual identity, and content frameworks.

The post holder will assist with social copywriting in BHF's tone of voice as well be supporting inclusive content creation through social photography, videography, editing, and graphic design.

A significant part of this role involves content curation, gathering relevant content from a variety of new and existing trusted sources at BHF. There's a wealth of BHF experts to work with, from Cardiac Nurses and Researchers to Nutritionists, as well as opportunities for collaborations with Celebrities, Ambassadors, and Partners.

This role will help communicate our brand's values and mission, strengthen our community, reach new and diverse audiences, and make the BHF matter to more people

Key responsibilities

Content Development and Management

- **Content Creation:** Produce engaging, mobile-first social content for various social media platforms. Design graphics, create photos, carousels, reels and videos (including vox pops), and develop content that aligns with the brand's tone and messaging.
- **Content Planning:** Support the Social Media Manager in maintaining a content calendar that aligns with wider communications priorities.
- **Content Curation:** Gather and use sources of information from within the BHF, from user-generated content and from partnerships. Proactively work with teams to advise on optimising existing content for social.
- **Content Optimisation:** Optimise content for each social media platform by considering best practices. Ensure the content is formatted correctly and is accessible.
- **Engaging Storytelling:** Craft strong storytelling and compelling narratives within social media posts, that capture the audience's interest.
- **Social Copywriting:** Assist in writing compelling and concise copy for social media posts that grab the audience's attention and encourage them to take action. Understand the nuances of writing for different social media platforms and adapt the language and tone to suit the platform and target audience.
- **Brand Guidelines:** Follow BHF's brand guidelines and social visual identity to create recognisable and consistent content. Design captivating social media content for impact, in line with the social media strategy.
- **Shoots Organisation:** Proactively organise content ideas and regular shoots, including making people feel confident and comfortable in front of the camera. You may visit a variety of locations, including BHF live events, labs, shops and head office to capture a variety of social content.
- **Industry Knowledge:** Stay up to date with industry trends and best practice, attending conference, training sessions, and working with agencies.

Analysis

- **Social Trend Monitoring:** In collaboration with the Community Manager, identify trends and conversations to build reactive content, enhancing the brand's relevance and visibility.
 - **Performance Analysis:** Monitor content performance through social media analytics tools, identify trends through social listening, and make data-driven recommendations for optimising future content strategies.
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Key responsibilities

Analysis

- **Social Trend Monitoring:** In collaboration with the Community Manager, identify trends and conversations to build reactive content, enhancing the brand's relevance and visibility.
- **Performance Analysis:** Monitor content performance through social media analytics tools, identify trends through social listening, and make data-driven recommendations for optimising future content strategies.

Collaboration

- **Influencer, Partners and Ambassadors Collaboration:** Engage with relevant partners on collaborative content, that highlight important initiatives at BHF to new audiences.
- **Collaboration with social media Team:** Collaborate with other members in the social media team, to align content creation with broader marketing and communications initiatives.
- **Collaboration with cross-functional Teams:** Collaborate with various teams at BHF, including Brand, Creative, Media, PR, Celebrity, Corporate Partnerships, Nations, Community Fundraising and Product Experts, such as Health Content, Research Engagement etc.
- **Ways of Working:** Working with the Social Media Manager, integrate into BHF's wider content delivery process and ways of working.

This role requires significant travel across the UK, with the post holder expected to attend live events, conferences, and various locations for content shoots.

Person specification

Knowledge, training and qualifications

- In depth knowledge of the social media landscape and creating content for social.
- Strong understanding of related tools and technologies for mobile photography, videography, in-platform editing and graphic design including Adobe Suite.

Experience

- Proven experience in delivering a portfolio of engaging social media content for a commercial organisation.
- Proven experience of integration with an organisation's brand guidelines, visual identity, tone of voice, Equality, Diversity, Inclusion (EDI) and content frameworks.

Skills and attributes

- A creative and technical skillset to produce industry first, social content.
 - Resilience with the capacity to maintain self-care while engaging with people, including working with vulnerable people and on difficult health-related topics.
 - Passionate about EDI with the ability to inspire and engage others.
 - Strong, informed conceptual thinking matched by the skills to bring your concepts to life.
 - Passion for social media, with a keen understanding of content from a user's perspective.
 - Excellent interpersonal skills, able to develop strong working relationships with colleagues and stakeholders.
 - Excellent organisational skills, able to plan and coordinate work and shoots, ensuring deadlines are met.
 - Experience in content performance and data analysis.
 - Self-motivated and ambitious.
 - Open and approachable style of working, willing to travel regularly and confident in meeting new people.
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Safeguarding

At British Heart Foundation (BHF), we are committed to creating a safe and rewarding environment for all of our people to work and volunteer. This means we have a robust safeguarding policy to ensure everyone is treated properly, and a whistle blowing service so people can raise any concerns they have confidentially.

Data protection

During your employment, this role will encounter some personal data. The role will be permitted to access and use the following types of personal data:

- Personal details / contact information / family details
- Personal financial information - donations, gifts, bank account, card numbers
- Personal Sensitive data - health, race, ethnicity, sexual orientation, political affiliation, trade union membership, religious or philosophical beliefs, biometric or genetic data, criminal record

If you find yourself with access to personal data you are not authorised to have, you must report it to your line manager and the IT Service Desk immediately.



How to apply

To apply for this role please use the apply button via the jobs page on our website. Our process involves submitting your CV and a supporting statement, which should outline your interest and explain how you meet the criteria stated in the person specification.

All applications are managed by our Recruitment team. If you wish to speak with a member of the team regarding the role and your application please contact them on careers@bhf.org.uk

Early application is encouraged as we will review applications throughout the advertising period and reserve the right to close the advert early should we receive a sufficient number of applications.

Should you need any adjustments to the recruitment process at application stage please contact the Recruitment team on careers@bhf.org.uk



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