
JOB DESCRIPTION

Job Title: Social Media Manager

Grade: D

Department: Marketing (Group Brand and Marketing Division)

Main purpose of job:

To lead the development and management of CAF Bank's social media presence, building engaging channels that connect with charities and social enterprises while aligning with CAF's wider mission and brand.

Responsible to: Senior Social Media Manager

Budgetary responsibilities: None

Responsible for: None

Key Job Responsibilities:

- Develop and execute a compelling social media strategy that aligns with our mission and business goals.
- Plan, create and manage engaging content across platforms (primarily LinkedIn and Facebook), tailored to key audiences and campaigns.
- Highlight the incredible work of our charity clients, sharing their impact stories through thoughtful and inspiring content.
- Build and foster an engaged online community, actively seeking out conversations and responding to comments, messages, and enquiries with the support of the Bank Customer Service team.
- Collaborate with marketing, external affairs, and external partners to enhance brand visibility and thought leadership.
- Monitor social media trends and analytics, providing insights to optimise performance.
- Ensure all communications reflect our ethical values and commitment to supporting the nonprofit sector, as well as FCA regulations.
- Effectively manage reputational risks around CAF Bank's social media presence, including compliance with FCA regulations and relevant Charity Commission policies.
- Produce engaging visual content using tools such as Canva, ensuring all output meet accessibility, brand, and FCA requirements. (Supported by design team).
- Act as CAF Bank's eyes and ears on social platforms, proactively alerting colleagues to potential issues and opportunities as they arise and advising on responses.
- Identify and collaborate with relevant influencers or organisations to extend reach and impact and build our online communities.

- Advise senior executives on their own social media activity and support a cohort of internal stakeholders to act as brand advocates or 'influencers'.
- Provide occasional out-of-hours monitoring or crisis support where necessary.

CAF Values and Behavioural Indicators

The CAF Values and Behavioural Indicators set out in a transparent and consistent manner the explanation of the performance expectations of all CAF People. Through the use of common language and common standard, it combines a set of behaviours with the required technical skills and knowledge needed to effectively perform in any given role in CAF. This is used for the assessment, management and development of performance of all our people across CAF

Please refer to the link: [CAF values and indicative behaviours](#) for the CAF Values and Behavioural Indicators.

Date: August 2025

PERSON SPECIFICATION

Job title: Social Media Manager

Date: August 2025

Attributes	Essential ✓	Desirable ✓	How Evidenced ⁺
Experience <ul style="list-style-type: none"> Substantial experience managing multi-channel social media for a brand or organisation, ideally within financial services, charities, or another regulated sector Experience of building and growing social media channels and communities Experience of production of original social media assets and multimedia content Experience of using social media planning and monitoring tools and analytics to provide insights and recommendations. Experience of advising senior stakeholders and supporting colleagues to act as brand advocates on social media 	✓ ✓ ✓ ✓	✓	A/C
Qualifications <ul style="list-style-type: none"> Educated to degree level or equivalent 	✓		A/E
Training <ul style="list-style-type: none"> None required 			
Specialist Skills/ Ability/Knowledge <ul style="list-style-type: none"> Proven professional social media skills Strong copywriting and storytelling ability, with the skill to adapt tone for different audiences Knowledge of monitoring for potential reputation risks Knowledge of how to formulate and implement a dynamic and effective social media strategy Confident in using social media analytics and reporting to evaluate performance and inform strategy Knowledge of FCA regulations and Charity Commission guidance relating to communications Knowledge of paid social media campaigns and influencer marketing 	✓ ✓ ✓ ✓ ✓	✓ ✓	A/C
Communication <ul style="list-style-type: none"> Excellent written and verbal skills Excellent listening skills Builds rapport with colleagues Able to confidently put forward professional viewpoint Good presentation skills 	✓ ✓ ✓ ✓ ✓		A/C
Personal Qualities <ul style="list-style-type: none"> Represent CAF's values and contributes to our positive culture A passion for social impact Ability to respond to fast-moving situations with a calm and clear-headed approach 	✓ ✓ ✓ ✓		C

<ul style="list-style-type: none"> • Collaborative team player with excellent interpersonal skills • Confident and able to influence and advise colleagues at all levels • 	✓		
Special Conditions <ul style="list-style-type: none"> • Occasional on-call/out-of-hours cover to monitor social media channels 	✓		C
Prior to Appointment All posts: <ul style="list-style-type: none"> • Credit Check • Sanctions Check • Basic DBS Check • Employment References • Medical Clearance • Right to Work in the UK FCA Approved Posts: <ul style="list-style-type: none"> • Standard DBS Check 	✓ ✓ ✓ ✓ ✓ ✓ ✓		R/E

✓ Tick either the Essential or Desirable column as appropriate for each attribute

† Insert the code from the key below for how you intend to assess this requirement e.g. at interview, via references etc.

Key

R = References, E = Evidence/Certificates, A = Application, C = Competency Interview, T = Testing/Assessment