



Treetops
Hospice

End of life care in Derbyshire
and Nottinghamshire

Social Media Executive

Job description and person specification

This role is about increasing our social media presence and engagement, helping to promote Treetops Hospice as a leading non-bedded hospice.

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A job that’s part of something very special.



Social Media Executive

Michael Younger

8 July 2026

Job Description

Appointment:	Social Media Executive
Responsible to:	Digital Lead
Hours of Work:	37hrs – flexible around core hours
Location:	Risley, Derbyshire,
Key Relationships:	Head of Marketing, Marketing Leads, Income Generation and Marketing directorate, Relationship Managers, Clinical Services

Main Purpose of the Job

This role plays a key part in supporting the Marketing Team to raise awareness of Treetops Hospice as one of the UK's largest non-bedded hospices.

You will manage the organic and paid social media elements of campaigns, helping to raise the profile of Treetops throughout central and southern Derbyshire; whilst engaging the community in the mission of Treetops ensuring we're educating and informing the public of our impact and how they can support Treetops.

This role offers an exciting opportunity to make a real difference in the lives of those who rely on our services.

Responsibilities

- **Social Media:**
 - Take ownership of social media channel performance, ensuring campaigns are delivered effectively and accountability is maintained for results and corrective actions where required.
 - Manage the creativity and delivery of marketing campaigns via organic and paid social media content, ensuring it raises awareness of Treetops and encourages engagement
 - Create and lead on the Social Media Strategy, which is geared towards increasing audience growth and engagement
 - Build and maintain an active presence across local community groups, identifying opportunities to increase engagement, brand awareness, and audience growth.
 - Manage paid social media adverts in line with agreed budgets, monitoring cost-per-clicks (CPC) and conversions
 - Actively monitor and implement social media trends (where applicable) to ensure audience growth and engagement

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- Develop organic social content to support strategic and fundraising goals
 - Work with the fundraising and marketing teams to establish, monitor and report on social media conversion targets for key income-generation campaigns.
 - Lead ongoing social listening and reputation management efforts to protect and strengthen the brand's presence across all social platforms.
 - Play an active role in our region's most significant online groups and pages (primarily META), to champion Treetops
 - Act as the first point of escalation for social media-related issues, managing timely responses to reputational risks, negative sentiment, and emerging communications challenges.
 - Undertake SEO research to improve website pages on the Treetops site
 - Support the updating of website pages
 - Support the marketing team with ad-hoc digital requests
- **Reporting and Tracking:**
 - Create reports to support future social media marketing campaigns, with recommendations on how we can enhance and grow our social media activity across all channels
 - Use social media analytics to embed regular reporting through monthly updates
 - Track and report on the effectiveness of social media marketing campaigns, suggesting improvements based on data insights.
 - Create monthly reports of activity against your KPIs

Communication and Relationships

- Participate in and contribute as appropriate to team meetings
- Co-operate and liaise with departmental and inter-departmental colleagues
- Support the activities of other members of the team
- Collaborate with the Marketing Team to ensure integrated approaches across all channels

Training and Development

- Take a proactive role in your own continual professional development

Responsibility for Information

- Respect confidentiality regarding all issues related to Treetops
- Comply with GDPR and other legal and statutory requirements

Working Conditions

- May be required to provide out-of-hours coverage for social media
- May be required to work on evenings and at weekends for. Time off in lieu will be granted

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- Required to work longer working days on occasions
- Comply with health and safety policies, procedures and arrangements for safe working practices

Physical/Mental Effort

- Able to deal with vulnerable, distressed, anxious or difficult people in accordance with Treetops policies. Training will be provided.

Other

This job description outlines the main functions and responsibilities of the post. The post holder may be required to undertake additional duties as required, commensurate with the level of the job.

Review procedures

There will be an annual review of the post and job contents. In addition, regular one-to-ones with Line Manager, and on occasions Head of Marketing

Key Performance Indicators

Annual Key Performance Indicators will be defined by your manager and the Head of Marketing.

Person Specification

	Essential	Desirable
Knowledge and Experience	• Some experience in a similar role or a marketing qualification • Strong attention for detail, design and layout • Understanding of marketing campaigns • Experience using social media • Understanding of creating reports • Ability to source or create engaging content • Ability to write effective copy • Understanding of social media algorithms • Understanding of social media analytics tools • Understanding of social media scheduling platforms • Ability to turn business goals into measurable social media strategies	• Awareness of the work of Treetops • Knowledge of the wider charity environment and hospice environment • Able to take high-quality photographs and to film and edit video content • Graphic design skills, using products such as Adobe or Canva • Knowledge and experience of building relationships with online communities • Experience of digital marketing such as WordPress websites, SEO and digital advertising • Experience in paid social media advertising, budget management and ROI analysis
Communication and Relationships	• Able to communicate with high standards of accuracy, fluency, grammar and expression (written and verbal) • Able to deliver information and key messages clearly and concisely • Proactive, demonstrating a high level of initiative • Able to work as part of a team	

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	• Able to understand expectations • Able to build strong relationships internally and externally	
Decision Making and Problem Solving	• Able to analyse data and evaluate activity • Able to spot errors quickly and raise them	• Ability to work under own initiative • Contribute to creative ideas and campaign creation
Responsibility for Information		• Working knowledge of marketing codes of practice and other applicable legislation
Working Conditions	• Prepared to work, on occasions, on weekends and evenings on occasion • Prepared to be on rota for monitoring social media and the website	• Ability to commute to Treetops in Risley as part of hybrid work arrangements
Physical/ Mental Effort	• Able to work under pressure, organise priorities, and manage deadlines in a busy work environment • Enthusiastic and confident with a positive can-do attitude and professional approach	• Insured for, and able to use own car for business use (when required to use own car for work)

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