

Practical ACTION

Job Profile
Senior Social Media Officer



Practical Action

ABOUT US

Practical Action is an international development organisation, building sustainable lives and livelihoods on the frontlines of poverty and climate change.

We believe where there's action, there's hope. That societies and economies can work for the benefit of all. That we can live within the planet's means. That innovation and cooperation can conquer any challenge.

Working together with communities and our global partners, we're developing innovative real-world solutions to build sustainable lives and livelihoods for people living on the frontlines of poverty and climate change. We're turning surviving into thriving and overcoming injustice, especially for women and vulnerable groups.

Together we're regenerating depleted land into productive farms; repurposing waste into energy; turning surviving into thriving. We're accelerating what works, so solutions that start small can bring about big change.

We were founded by radical economist and philosopher E.F. 'Fritz' Schumacher, who challenged the conventional aid thinking of the day. He believed in solutions suited to context, equipping people with the skills and knowledge to change their situation, economic systems that work for all, and living within the planet's means.

We have 60 years of experience working across Africa, Asia and Latin America. Our group consists of a UK registered charity with experienced country teams, an expert consulting service and an independent development publishing company. We combine these specialisms to multiply our impact and help shape a world that works better for everyone.

Practical Action

Our Vision

Practical Action’s vision is of a world that works better for everyone.

Scope

Title	Senior Social Media Officer
Reporting to	Digital Manager
Groups	Integrated Brand & Communications, Media & Stories, International Communications, Creative, Marketing & Campaigns, Supporter Experience, Business Development, and Impact, Influence & Innovation.
Location	Hybrid - Must be able to commute to/work from Practical Action’s Rugby office when required.
Duration	Permanent
Grade	C
Travel	Although this role doesn’t require international travel, there might be some cases in which the post holder will be asked to travel abroad.

About the Role

The Senior Social Media Officer plays a crucial role in developing and implementing a social media strategy that aligns and feeds into Practical Action's Global Communications strategy. In addition to managing the group social media profiles and digital communities, they lead the planning, creation and dissemination of digital content that reaches and engages a variety of audiences.

The Senior Social Media Officer acts as a channel guardian, making data driven decisions and recommendations that ensure we utilise social media in a way that best contributes to our profiling, awareness, fundraising, and advocacy objectives. They are a source of expert advice, sharing their knowledge and skills with colleagues to ensure collaboration and consistency across our social media activity.

About you

You are a dynamic digital communications professional with a proven track record in developing and executing impactful social media strategies. Your exceptional communication skills enable you to collaborate effectively with diverse stakeholders, showing persuasive leadership to foster a culture of creativity, innovation, knowledge sharing, and consistency across platforms.

You have a strong background in content creation, with the ability to craft compelling narratives that resonate with various audiences. Your expertise in community management ensures that you can cultivate vibrant online spaces, responding to engagement with thoughtfulness and agility. You are adept at leveraging analytics to optimise performance and drive meaningful conversations around key issues in social justice, dignified livelihoods, and climate resilience.

You stay informed about emerging digital innovations, always seeking new ways to elevate Practical Action’s work and profile.

ACCOUNTABILITES

Social Media Strategy & Community Management (internal & external)

- Create and implement a comprehensive social media strategy aligned with Practical Action's organisational objectives.
- Oversee community management on social channels, responding to comments and/or escalating as appropriate; including out-of-hours cover during major events or exceptional circumstances.
- Create social media toolkits to allow colleagues and partners to use their own social media channels to share our messaging and campaigns consistently and engagingly.

Digital Content Creation & Dissemination

- Contribute to the creation and optimisation of a content calendar; identifying gaps and opportunities and sourcing stories, updates, and relevant content for social media as part of a cohesive online presence.
- Manage the planning and creation of digital content (copy, audio, and visual assets video), working with cross-functional teams to determine the type of content to produce, and for which platforms, to best meet audience needs and further our objectives.
- Ensure all social media activity is engaging, consistent with our brand identity and narrative, and aligned with Practical Action's strategic objectives.
- Oversee quality assurance, ensuring best practice is adhered to with regards to platform, target audience, accessibility, and other considerations.

Digital Channels Reporting

- Leverage insights from social listening and analytics tools to optimise our social activity performance. Highlight key achievements, challenges, insights, and recommendations to inform ongoing optimisation.
- Stay informed about emerging digital trends, opportunities, and best practices, recommending the incorporation of relevant innovations into our approach.

Subject Matter Leadership & Guidance

- Ensure digital channels are consistently maintained across the organisation, working with channel managers to ensure up-to-date branding, messaging, and accurate records of account access.
- Provide expert advice and proactive recommendations to colleagues, giving training and best practice guidance to promote the use of social media in support of annual business plans.
- In partnership with the Digital Manager and the Head of Brand and Communications, maintain and promote compliance with relevant social media policies for employees and teams to follow.

Any other duties commensurate with the level at which the role is operating, as directed by the Digital Manager.

PERSON PROFILE

To be successful in the role, the ideal candidate will be able to demonstrate:

Experience & knowledge (Essential unless otherwise indicated).

- Proven experience in social media strategy and management.
- Demonstrable track record of creating and implementing successful social media initiatives for a wide array of audiences.
- Robust experience using digital analysis and reporting tools (including Google Analytics and social listening) and applying data-driven insights to optimise strategies.
- Expert knowledge of the major social media platforms' (e.g. LinkedIn, Instagram, YouTube) unique opportunities and strengths, and how to leverage them to maximise results.
- Strong understanding of current digital trends, best practices, and emerging platforms.
- Knowledge of SEO, content marketing, and email marketing principles is desirable.

Skills, Abilities and Competencies:

- Excellent written and verbal communication skills, with the ability to adapt tone and style for different audiences and platforms.
- Strong ability to translate data into insights, creating accessible reports and actionable recommendations.
- Proficiency in social media management tools (e.g. Sprout Social), content creation apps (e.g. Canva).
- Ability to manage multiple projects and priorities in a fast-paced environment. Experience of Project Management tools (e.g. Monday.com) is desirable.
- Spotless attention to detail and commitment to high-quality outputs.
- Ability to work with a diverse array of colleagues from different backgrounds and cultures at all levels and experience.
- Strong sense of collaboration.
- Creative thinking and problem-solving abilities.
- Excellent communication skills.

APPLICATION INFORMATION

Why join us?

The opportunity to work for an organisation that is making a positive difference to the lives of people worldwide, a friendly and supportive culture, and working with values-driven and highly engaged colleagues are just some of the reasons we think Practical Action is a great place to work.

Our open plan offices are located in the centre of Rugby and near to Rugby train station.

In addition, we offer the following benefits:

- Hybrid/flexible working options. *(UK staff are expected to work in the Rugby office on average **4 to 12 days per month**, the exact balance will depend on an individual's specific role and*

organisational team working)

- Full time roles are contracted at 35 hours per week.
- 27 days' holiday rising with continuous service, in addition to public holidays.
- Pension scheme - employer contributes 10.5% of salary and the employee contributes a minimum of 5%.
- Enhanced family friendly policies, including maternity, adoption, paternity, and shared parental leave.
- Life assurance (3 x annual salary).
- Bike to Work scheme.

Additional information

Practical Action believes that having a diverse workforce and inclusive workplace culture based on respect will enable us to be an effective organisation. We seek to create an inclusive workplace in which people are accepted as individuals, regardless of their differences and where they feel their contribution is valued. Practical Action is an equal opportunities employer, and we encourage applications from under-represented groups.

We stay committed to cultivating an inclusive and diverse working environment and believe that people from different backgrounds or cultures give us different perspectives, and the more perspectives we have, the more successful we will be. By building a culture where everyone feels heard, respected, and valued we give everyone working with us the opportunity to achieve their full potential.

Practical Action is committed to safeguarding and protecting children and vulnerable adults and as such candidates will be subject to pre-employment checks including criminal checks and terrorist financing.

The successful applicant must have the pre-existing right to both live and work in the UK. This will be a global role based in the UK. They must be within a commutable distance from our office in Rugby, as they would be expected to attend the office as per our General Principles of Hybrid working.

Closing date for applications: 19th February 2026. Please note that should we recruit a suitable candidate before the closing date, we will close applications earlier than the specified date.

If you do not hear from us within four weeks of the closing date, please assume your application has not been successful on this occasion.

HOW TO APPLY

To apply please submit a copy of your CV and send us a cover letter or supporting statement that includes answers to the following questions:

1. What do you consider your key strengths as a digital communications professional, and how do they align with the goals of this role?
2. What motivates you to work in the field of international development, and how does this influence your approach to digital communications?

For more information, please visit practicalaction.org/careers