



Job title: Social Media & Content Officer
Responsible to: Public Engagement & Communications Manager
Location: Office based with hybrid working arrangements
Hours 37 hours
Salary: £26,736 - £29,177

About Nexus

Nexus is a Northern Ireland wide charity and 2024 marked 40 years of providing services in supporting victims and survivors of sexual abuse and abusive relationships.

Every year in Northern Ireland there are thousands of sexually violent crimes reported to PSNI, and thousands more that go unreported. Without specialist support like ours, victims of these crimes will find it even harder to deal with the trauma they experience. The impact of this trauma can be devastating and is lifelong.

We deliver a range of bespoke and specialised supports and services including:

- Trauma informed counselling to those affected by sexual assault and trauma from age 8
- Post counselling support and follow-up
- A UK wide 24 hour Domestic and Sexual Abuse Helpline, which is funded by the Department of Health, Department of Justice, and the Department for Communities in Northern Ireland
- Education and Training initiatives delivered to a breadth of organisations, professionals, parents, schools and young people on topics such as consent, child sexual exploitation, handling disclosures and healthy relationships.

Our most recent strategic plan (2023- 2026), latest reports, policies and research can be viewed here: [About - Nexus NI](#)

About the role

The Social Media and Content Creator will play a pivotal role in supporting the delivery of the organisation's communication and engagement strategy alongside all related sub strategies and operational plans including digital communications, public affairs and public relations. Through effective and creative storytelling, the postholder will be responsible for driving engagement to a) raise awareness of the subject matter b) increase brand awareness, and grow support for our work across print, digital, social and broadcast channels.

Key Responsibilities

- **Multichannel Strategy & Management:** Develop and manage Nexus' presence across our digital platforms (including but not limited to social media, email marketing, website) alongside print and broadcast channels. Ensure consistent messaging aligned with the organisation's brand guidelines and strategic plan
- **Content Creation & Curation:** Create compelling, high-quality content (text, images, videos) that resonates with our target audience. Tailor content for different platforms and demographics to maximise engagement.
- **SEO & Website Management:** Monitor and update all organisational websites and their respective content to maximise search engine optimisation with the aim of improving visibility and enhancing engagement.
- **Analytics & Performance Tracking:** Regularly monitor and analyse digital performance metrics to understand audience behaviour and campaign effectiveness. Use insights to refine strategies, enhance engagement, and achieve key performance indicators (KPIs).
- **Trend Analysis & Adaptation:** Stay abreast of digital trends and industry developments. Proactively adapt strategies to leverage new tools, platforms, and techniques to keep Nexus' at the forefront of digital engagement.
- **Audience Growth & Engagement:** Implement strategies to expand Nexus' digital audience. Cultivate an engaged community through interactive content, responsive communication, and targeted outreach.
- **Research & Communication:** Research current issues relevant to Nexus mission. Distil complex information into digestible content that informs and engages our audience.
- **Collaboration & Coordination:** Work closely with internal teams, stakeholders, and external partners to ensure cohesive messaging, campaign success and

creative support Provide digital support for fundraising and advocacy initiatives.

- Supporting the team in the planning and management of events.

Essential Skills & Experience

- Proven experience in managing and executing successful multichannel digital campaigns.
- Proven experience of working as part of a team.
- Strong analytical skills with the ability to interpret data and translate insights into actionable strategies.
- Demonstrable expertise in search engine optimisation (SEO) and content marketing.
- Exceptional content creation skills with a portfolio of engaging content across multiple platforms
- Experience in growing and nurturing online communities with measurable results.
- Ability to research complex issues and present key points clearly and effectively.
- Familiarity with digital tools, platforms, and analytics software (e.g., Google Analytics)
- Must have access to a car and be able to drive.

Desirable Skills

- Experience in the charity sector or a strong understanding of issues related to sexual abuse and abusive relationships.
- Proficiency in graphic design or video editing software.
- Knowledge of digital advertising and paid media strategies.

Personal Attributes

- Strong commitment to Nexus NI's mission and values.
- Proactive, creative thinker and problem solver with the ability to work independently and collaboratively.



- Highly organised with strong attention to detail and the ability to manage multiple projects.

Nexus NI is committed to creating a diverse environment and is proud to be an equal opportunity employer. All qualified applicants will receive consideration without regard to race, colour, religion, gender, gender identity or expression, sexual orientation, national origin, genetics, disability, or age.