

Social Media Strategy & Audience Research

Purpose: to build a robust social media strategy for the Centre for Care and CIRCLE, based on our various audiences. You will work closely with Centre for Care Digital and Communications Coordinator Dan Williamson on the following tasks:

- Map our partners and stakeholders (including Universities, funders, publishers, policy and practice partners), and produce and maintain a database of communications contacts.
- Design a set of questions to be used in meetings with partners identified above to identify:
 - Their social media strategies
 - How they identify and communicate with their audiences
 - How and why they track social metrics
- Arrange meetings with comms teams to conduct 'interviews', transcribe the meeting notes and identify key themes.
- Conduct research into specific audiences aligned with our research themes, using knowledge from the interviews to plan our approach to communicating with these audiences.
- Produce a report and draft social media strategies for the Centre for Care and CIRCLE.

This role is Grade 5.1, for around 50 hours until 31 July 2024.

Please send your CV to centreforcure@sheffield.ac.uk, with the subject line: Application for casual worker role.