

Job Title:
Reporting to:
Directorate
Direct Reports:

Senior Social Media Officer (B2B)
Social Media & Digital Content Manager
TBC
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Job Band: 4
Team Brand & Communications

Job Summary

The Senior Social Media Officer (B2B) leads the day-to-day delivery of our B2B social media activity. The role drives awareness, engagement and demand for St John Ambulance's workplace training and first aid supplies through timely, relevant and impactful content across LinkedIn and other professional channels.

Reporting to the Social Media & Digital Content Manager and embedded within the Enterprise Network, you'll work closely with colleagues in Trade & Campaigns, CRM and eCommerce to deliver a daily calendar of content aligned with commercial goals. From writing compelling copy and briefing creative assets to analysing performance and refining activity, you'll shape how we show up on social media, both organically and via paid ads, for our business audiences.

While focused on driving St John Ambulance's commercial growth, the role also supports our wider charitable mission of putting the power of first aid in everyone's hands.

Key Responsibilities

- **Strategic Thinking:** Support the Social Media and Digital Content Manager to refine an updated B2B Social Media Strategy for 2026-28 that captures paid, organic, and earned activity.
- **Content Planning & Publishing:** Plan, create and publish a consistent calendar of engaging B2B content across LinkedIn and other relevant channels, aligned with trade priorities, product launches and balanced with charitable messages.
- **Reactive Content:** Create and publish timely, on-brand content in response to organisational news, sector developments or social trends, ensuring a quick turnaround without compromising quality.
- **Campaign Activation:** Deliver social media content that supports Enterprise marketing campaigns, driving awareness, engagement and lead generation for workplace training and supplies.
- **Calendar Ownership:** Manage and maintain the B2B social media calendar, ensuring activity aligns with commercial trade plans and key campaign moments.
- **Cross-Team Collaboration:** Work closely with colleagues in Enterprise and Brand & Communications to ensure social content complements corporate announcements, PR moments, and charity campaigns while driving commercial objectives.
- **Lead Generation Collaboration:** Partner with the CRM Acquisition Manager and New Business sales leads to plan and deliver social activity that drives qualified leads, supports pipeline growth and maximises ROI.
- **Content Development:** Source and repurpose stories, insights and real-world examples from across St John Ambulance to create credible, audience-focused content that's on-brand and aligned to Enterprise and wider organisational objectives.
- **Employee-Generated Content:** Encourage, support and guide colleagues and senior leaders to create authentic, professional content that amplifies St John Ambulance's presence on LinkedIn and reflects its values.
- **Copywriting & Creative Briefing:** Produce clear, on-brand copy and brief designers or agencies to deliver assets that meet accessibility and platform best practice standards.
- **Community Engagement:** Monitor, respond and engage with B2B interactions, maintaining a timely, professional and consistent brand voice.
- **Performance Analysis:** Track and report on channel performance (reach, engagement, traffic, conversions), applying insights to drive continuous improvement and inform campaign evaluation and content planning.
- **Meetings & Communication:** Attend weekly Commercial Trade meetings to present social media activity and results, and to align upcoming communications with broader marketing and campaign priorities.
- **Trend Awareness:** Stay up to date with social media trends, platform updates and emerging formats, recommending new ways to grow reach and impact.
- **Audience Insight:** Understand and champion the needs of B2B audiences across sectors (e.g. construction, education, retail, business services, healthcare) to ensure content resonates and builds lasting relationships.
- **Values & Inclusion:** Champion St John Ambulance's HEART values and commitment to inclusion, diversity and equality.
- **Flexibility:** Perform any other duties consistent with the responsibilities and grade of the post.

Important things you need to know about this job

- National travel and flexible hours may be required.
- Passionate about St John's mission and HEART values.

Our Values and Commitment to Equality, Diversity and Inclusion

- Our HEART values – Humanity, Excellence, Accountability, Responsiveness and Teamwork – guide all we do.
- We are committed to being an organisation that is inclusive and welcoming of individual differences while championing equality of treatment and opportunity.

Person specification

This is a specification of the experience, skills etc. that are required to effectively carry out the duties and responsibilities of the post (as outlined in the job description) and forms the basis for selection.

Requirements	Essential	Desirable
Education and Qualifications		
Educated to GCSE level (Grade C / 4 or above) in English and Maths (or equivalent).	✓	
Educated to A-level standard or equivalent professional experience.	✓	
Degree or equivalent qualification in Marketing, Communications, Media or a related field.		✓
Professional certification in social media, digital marketing or analytics (e.g. CIM, IDM, Meta Blueprint, Google Analytics).		✓
Experience		
Proven experience managing social media activity for a brand, organisation or agency.	✓	
Demonstrable experience creating and publishing content on LinkedIn and other professional or B2B channels.	✓	
Experience delivering social media content that supports commercial goals such as lead generation, campaign activation or product promotion.	✓	
Experience writing and editing engaging, on-brand copy tailored for social platforms.	✓	
Experience creating basic graphics and short-form videos using tools such as Canva, CapCut, Adobe CS, or native in-app editors.	✓	
Experience using social media scheduling and analytics tools (e.g. Sprout Social, Hootsuite, Meta Business Suite, LinkedIn Campaign Manager).	✓	
Experience collaborating with marketing, sales or CRM teams to align social media activity with wider business objectives.	✓	
Experience in a B2B, commercial or not-for-profit marketing environment.	✓	
Experience using paid social to support campaign objectives, aligned with organic activity.	✓	
Experience briefing designers, videographers or agencies to create social content assets.		✓
Experience reporting on performance metrics and using insights to improve outcomes.		✓
Skills, knowledge and abilities		
Strong understanding of LinkedIn and other platforms used for B2B marketing.	✓	
Excellent written and verbal communication skills with adaptable tone and style.	✓	
Creative mindset with a strong visual eye and the ability to make technical topics engaging, accessible, and visually appealing.	✓	
Strong organisational skills and the ability to manage multiple priorities.	✓	
Analytical approach to interpreting performance data and driving improvement.	✓	
Confident working collaboratively with cross-functional teams and stakeholders.	✓	
Ability to uphold brand tone, accessibility standards and quality in all content.	✓	
Awareness of paid and organic social media best practice and emerging trends.	✓	
Working knowledge of SEO and content marketing principles.		✓
Familiarity with CRM systems and how social integrates with lead generation.		✓
Understanding of the workplace training, health & safety, or first aid sectors.		✓
Commitment to St John Ambulance's HEART values and inclusive culture.	✓	



ABOUT YOU

This job description is intended as an outline indicator of general areas of activity and will be amended in light of the changing needs of St John Ambulance. It is expected that the post holder will be as positive and flexible as possible in using this document as a framework.	
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