

Our Purpose

Working together to secure a thriving future for the railway and for the communities we serve

Your Role: Social Media & Content Manager

Your Purpose

In this role, you will lead the strategy, planning and delivery of high-quality content across all customer, commercial, corporate and social media channels. It shapes Southeastern's digital storytelling, strengthens brand and reputation, and delivers content that engages customers, colleagues, media and stakeholders while driving measurable commercial impact.

You will be responsible for shaping and delivering the organisation's social media strategy – as the voice of Southeastern Trains ensuring we use our channels appropriately, creatively and confidently as is appropriate to our audience. Developing storytelling content to engage effectively with customers, actively promote the railway to support revenue growth and link also to the broader industry strategy as the sector transitions to become one railway under Great British Railways.

You will work closely with colleagues across Corporate Affairs and Marketing to ensure digital content represents all functions, aligned to strategic priorities, revenue generation and reinforces our brand and increases reach and impact.

Your Talent's

- ✓ **You're a digital storyteller** – You create compelling content that explains, inspires and engages.
- ✓ **A content marketing expert** - who drives engagement and revenue.
- ✓ **You understand audiences** – You know what works on digital channels and how to tailor content for impact.
- ✓ **You drive strategy** – Confident in shaping social media plans that enhance reputation and build trust.
- ✓ **You're creative and curious** – Always looking for new ways to tell stories and bring the brand to life.
- ✓ **You're proactive** – You spot opportunities, anticipate risks and act quickly.
- ✓ **You collaborate brilliantly** – You work well with colleagues across the business and with external partners.
- ✓ **You make great things happen** – From concept to delivery, you take ownership and deliver high-quality output.



southeastern NetworkRail

Your Responsibilities & Accountabilities

- ✓ Lead South Eastern Railway's social media and content strategy to support corporate reputation, commercial objectives, performance storytelling, integration benefits and business priorities.
- ✓ Develop engaging digital content - including video, graphics, imagery, animations and narrative posts for use across social channels.
- ✓ Translate complex operational, performance and programme information into accessible, audience-friendly content.
- ✓ Lead day-to-day management of corporate social channels, driving proactive storytelling and monitoring trends, sentiment and engagement.
- ✓ Identify opportunities to highlight success, build transparency and strengthen trust through digital platforms.
- ✓ Produce digital content for major service changes, blockades, engineering works and customer communications.
- ✓ Ensure all digital content is aligned with the organisation's corporate narrative, tone of voice and brand guidelines.
- ✓ Work closely with the Strategic Communications Manager to integrate digital activity into wider communications plans.
- ✓ Support incident and crisis communications by producing rapid, clear and accurate updates where required.
- ✓ Track, measure and report on digital performance, using insight to refine strategy and improve content effectiveness – creating actionable insights
- ✓ Build strong relationships across Marketing, Operations, Customer, Media and Network Rail colleagues to source content and gather stories.
- ✓ Maintain high editorial and creative standards across all digital outputs.

What we trust you to do – (Authority to Act)

- ✓ Develop and publish high-quality content across all corporate social media channels.
- ✓ Make day-to-day decisions on corporate reputation content, messaging and tone for digital engagement. Work with Marketing team on social media strategy and content specific to revenue generation and inspiration, day-to-day decisions on content, messaging and tone for digital engagement.
- ✓ Recommend and implement improvements to social media approach, scheduling and creative output.
- ✓ Act as a digital advisor to colleagues, guiding best practice and ensuring consistency of voice.

Our ways of working

- ✓ **We think what if**
We Listen. We Learn. We Improve.
- ✓ **We show we care**
We look out for people. We do what we can to help.
- ✓ **We make great things happen**
Whilst keeping it simple.



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Approved by Alison Nolan, Communications & Stakeholder Engagement Director

