

Social Media Marketing Specialist

Job Type: Full-time

Do you have an in-depth knowledge and understanding of social media platforms and how each can be deployed in different scenarios? Can you tell a compelling Instagram story, drive click throughs on Facebook, and stick out from the noise on Twitter? More importantly, do you critically analyse your stats and work out how to make your future posts even better? Then you might be exactly what we're looking for!

We currently have an excellent opportunity for an experienced social media guru looking to take the next step in their career. You will play an integral part of a very exciting, fun and dedicated team and your primary focus will be on social media campaigns, as well as supporting the wider content work stream.

Working closely with the Marketing Manager, you will be responsible for developing and coordinating a social media content calendar, managing the brand's day-to-day social media presence, engaging with social followers and influencers as well as implementing strategic social campaigns.

Key responsibilities

- Develop a social media strategy across social channels; Facebook, Twitter, Instagram, YouTube, Pinterest and Google+
- Management of social media channels, influencers and content partners
- Champion social media across the business and explore new social media opportunities
- Benchmarking and reporting social media campaign performance with social media KPIs and metrics
- Content ideation, creation and curation, to include briefing creative teams
- Copywriting for b2b and b2c audiences
- Researching into information that can prove useful to create content to be posted on all social media pages and to attract current and new audiences
- Work with the production team to build content funnels to drive engagement objectives

You will need...

- An in-depth knowledge and understanding of social media platforms and how each can be deployed in different scenarios
- Familiarity with social media reporting metrics and scheduling tools
- Ability to analyse relevant data to improve performance
- Excellent copywriting, editing and proof-reading skills with good attention to detail
- Experience of working in a fast-paced environment with multiple deadlines
- Experience planning and project managing written, visual and video content production
- Degree or experience in a relevant field