

JOB DESCRIPTION

Job Title:	Senior social media manager
Department:	Management
Reporting to:	Operations Director
Salary Banding (entry level):	Management
Reviews:	Routine every 6-8 weeks with Annual review every year
Probationary period:	6-month probation period – at the end of this review both parties need to be happy that this is the right position for the manager

Primary Responsibilities:

- The Senior social media manager is responsible for smooth and efficient delivery of the Social Media and Paid Social service, communication of any such process/platform changes that affect the teams' ability to deliver exceptional services
- You will be accountable for the management of Facebook, Twitter, LinkedIn, Instagram and Pinterest advertising campaigns for a range of B2B and B2C clients and the quality of work produced by your team members
- You will consult, train and provide management to clients and a team of high-level social media managers and executives
- You will be available for promoting the social services across the industry, speaking at events
- You will support the business development process by conducting audits and making recommendations/strategies for social solutions as part of the pitch process which you may be expected to attend and participate in
- You will be responsible to developing the Social Media channel and keep up to date with new platforms and changes to existing platforms and inform of any new platforms that prove popular
- The post holder will work in an advisory capacity and in collaboration with Anicca's Marketing team to ensure the company's social channels are active and timebound and the right channel is being chosen
- The Senior social media manager will ensure development of their staff is in line with the individual's expectations and to support the business plan. You will review their individual personal development plans together with their line manager and update the skills matrix on a six-monthly basis

Outline of responsibilities and activities

1. Technical knowledge and thought leader
2. Productivity & Capacity Management
3. Knowledge & Education
4. Delivering & Reporting against KPI's
5. Ad hoc and Project Management
6. Training and Coaching

Primary activities

1. Technical knowledge and thought leadership

End to end management of social advertising strategies and campaigns across multiple clients, budgets and platforms.

Consultation to clients through both organic and paid social media marketing opportunities

Ability to carry-out social media audits and create social media strategies for clients

Experience of planning and managing complex Facebook, Twitter, LinkedIn,

Instagram and Pinterest advertising campaigns across a range of budgets (£500 - £100k+)

Competent in setting up ecommerce and lead generation paid techniques including dynamic product advertising, custom audiences and lead ads

Knowledge of high level advertising strategies including sequential, TRP (Target Rating Point Buying) and marquee buying

Able to demonstrate previous commercial success through social media advertising

Experience of designing creative ad campaigns that work in sync with multiple digital and offline touch points

Good understanding of integrating paid social media as part of a paid media campaign (with search and display)

A working knowledge of AdWords is desirable but not essential, as training can be provided

Good understanding of using social media as a distribution channel for content marketing

Ability to use a range of social media tools and a good understanding of Analytics and reporting packages

2. Productivity and capacity management

To work with the Head of Owned and Earned and also the Operations manager to ensure the team have a full capacity as scheduled by the operations manager with direct client work. To ensure the team minimise any roll over or over servicing of client accounts. When competing business development and working on prospects you will work with both the above personnel to ensure you do not over commit and the work is being completed on time, in time, in full.

3. Knowledge/Education

Educated to degree level, in Marketing or Business Studies or relevant field

At least 2 years' experience in a senior role, ideally in an agency. However, similar experience may have been gained working in-house

Passionate about social advertising, the marketplace and technology

Strong knowledge of social media marketing across Facebook, Twitter, LinkedIn, Instagram and Pinterest

Practical experience of using native Ad platforms or other Paid advertising software

Understanding of broader digital platforms especially AdWords and social shopping

Facebook or Twitter accreditations would be considered an advantage

4. Delivering & Reporting against KPI's

To Provide monthly reports on all areas of the Social department to both the board and the SMT. Such as: -

- Top performing clients
- New techniques implemented this month
- Platform updates and changes
- Competitor Information
- WIP (work in progress)
- Clients with poor performing results
- Renewals and new business activities
- People and personal development
- Update on ad-hoc projects

5. As hoc and Project Management

To support other areas of the business as requested by the board. From time to time this may incorporate skills that you may not necessarily be confident with but gaining



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the support as and when the business requires is an essential need and as a member of the senior management team it is expected that you will willingly support those initiatives. Project management and running multiple projects at any one time. Client and account management skills.

Experience of managing third party suppliers (such as designers and photographers).
Building a business case.

6. Training & Coaching

To create and deliver training and coaching assistance to other members of the business to undertake training and coaching from other members of the business. To provide the same training and coaching services to our sister companies as and when required. To be able to identify training and learning needs of the individuals within your team that you are responsible for. You will also regularly review and update the skills matrix and personal development plans of the roles within your management and may call upon the support of your peers to assist with this

To provide training to any client who may require it

PERSON SPECIFICATION

Knowledge: -

You must have a high level of digital marketing knowledge across multiple channels although specialising in a particular field, and be clear on who and what Anicca can offer. You must invest time in your own personal development and training which may incorporate out of hours working, on and off site.

Have good business acumen understanding features and benefits of Anicca's services

Be approachable to all levels of staff and understand the importance of clear and concise communication

Practice the Anicca culture of developing a learning environment, be the experts for our clients

Understand the importance of how to influence and persuade, encourage and motivate the team to produce high quality work in an efficient and organised manner

Skills required: -

Time management

Presentation skills, including:

- Excellent creative skills
- Proficiency in MS Office
- Excellent communication and writing skills in English

Great interpersonal and communication skills - written and verbal

Ability to work independently and use your own initiative

Ability to collaborate and work with multiple stakeholders simultaneously

Ability to learn fast - comfortable with taking on demanding deadlines

Strong copywriting skills including press releases, website content (including best practice for SEO purposes) blogs, social media, email marketing

Ability to apply a brand's tone of voice to advertising copy and creative assets

A hands-on use of Photoshop and a good eye for design for use both online and print

Detailed Analytics knowledge and a data-driven approach to provide insight (strong data and numeracy skills with an eye for detail)

Behaviours:

An ambitious self-starter, who is keen to move their career forward in our growing team

You will be a creative inspiration for Anicca



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You will be passionate about social marketing and advertising

Great attention to detail

Commercially aware

Ability to collaborate with teams

Be transparent with clients, co-workers and other partners

Be bold, free-spirited in your quest for delivering exceptional service