

**JOB DESCRIPTION**

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| **Job Title:** | **Social Media Manager** |
| **Department:** | **Social Media** |
| **Reporting to:** | **Operations Manager** |
| **Salary band: (entry level)** | **£30k** |
| **Reviews:** | **Annually** |
| **Probationary Period:** | **6 months** |

**Hours of Work:** Monday – Friday 9.00am – 5.30pm with 1 hour for lunch

**Out of Hours:** Industry conferences and networking events

**The Role: -**

The Social Media Manager will be responsible for the creation and successful planning, implementation and reporting of paid & social media projects and campaigns for both B2C and B2B clients in all industry sectors.  You will be working as part of a team and should have a knowledge of other digital marketing channels. You will be responsible for managing single channel accounts and will liaise with the client development team when social is part of an integrated marketing strategy.

**Primary Responsibilities: -**

The Social Media Manager will take primary ownership of the planning, delivery and success of paid & social media projects and accounts. You will be responsible for executing campaigns on time, in budget and to client KPIs. As a hands-on role, you will successfully co-ordinate with teams and Client Account Directors. Where applicable, you will also be allocated specific social media and paid social accounts to manage and nurture.

The role will require day to day management and communication with clients.

You will be expected to attend and contribute in external meetings with ideas and advice and create paid and social media strategies. The Social Media Manager will then be responsible for planning and the delivery of paid and social campaigns. This will also include the weekly / monthly reporting to both internal and external stakeholders on campaign success.

As part of the structure of the social media team, it will be your responsibility to be kept up to date with platform specific updates, new product releases and general information that may be relevant to our clients and wider team.

As part of this role, you are responsible for providing high quality content creation to support our clients

The Social Media Manager role will also be responsible for identifying negative variations in performance and recommending improvements throughout the duration of the contract.

Setting up paid social campaigns including remarketing, lead generation etc

You should be familiar with the management of the main social channels such as Facebook, Twitter, LinkedIn, Instagram, You Tube.

Skills required includes, but is not limited to: -

* Social Media Management
* Community Management
* Content Calendar and Posting Plan Creation
* Campaign Implementation
* Paid Social Advertising Campaigns
* Dynamic remarketing ads
* All aspects of setting up paid social campaigns
* Create Paid Ads and content
* Strategy and Consultancy
* Social Media Audits
* Tool onboarding
* Social Listening & Monitoring
* Social Customer Service
* Subject Matter Expert Programmes
* Social Commerce & Social Shopping
* Lead Generation
* Community Outreach & Building
* Advocacy Programmes
* Social Media Training
* Crisis Policies
* Multi-Channel Social Media Projects
* Analysis and Reporting