

## **Social Media Manager**

**Pay band: £35k - £40k**

### **About you**

With at least two to three years' experience of working on social media on behalf of brands. You can oversee and drive the strategy for multiple clients and channels. Ideally you will have worked agency-side and have experience with client and external communications.

You have an excellent understanding of all key platforms (Instagram, Facebook, Twitter, LinkedIn, Pinterest and TikTok), how they work and the nuances of each channel. You have your finger on the pulse when it comes to new tools, updates, and changes to each platform.

You are creative and have bundles of new and fresh ideas for our brand's social media channels but also have an analytical mindset capable of providing strategic recommendations for clients based on reporting and data. You are a good writer, with the ability to craft punchy and engaging copy.

You will ideally be adept at using a range of content creation platforms (such as Canva, InDesign or Photoshop) as well as analytics tools (both on-platform and off i.e., Hootsuite or Later). Video and editing skills are ideal but a desire to learn and a curious mind even more so.

Brilliant attention to detail and a proactive 'can do' attitude is essential.

### **Key responsibilities**

- Managing a team of social media executives and freelancers
- Oversee the day-to-day management of client social media channels
- Collaborate with clients to align content with overall marketing strategies and brand guidelines
- Implementing client social media strategy
- Co-ordinate the delivery of social media content plans to clients
- Leading with quarterly and monthly content planning for our brands including (but not limited to) curating creative campaign ideas, launch plans, image/video generation, co-ordinating influencer campaigns or shoots
- Day to day client management
- Managing paid social campaigns (creating, placing, running and reporting)
- Managing paid social budgets and influencer budgets
- Leading and/or supporting on influencer campaigns
- Oversee weekly and monthly reporting for clients, providing thoughtful and meaningful recommendations on future strategy
- Use analytics tools to track key performance indicators (KPIs) and generate reports on social media performance
- Working on new business pitches and helping to drive organic new business growth for the agency
- Training and mentoring junior members of staff
- Conduct competitor analysis to identify opportunities and areas for improvement.

## Key skills

- Very good English, additional languages a bonus (French or German)
- Knowledge of social media platforms and their nuances
- Understanding of the wider social media landscape
- Understanding and knowledge of how to use Meta Ads Manager; creating, placing and reporting on campaigns
- Video/photo editing skills or a desire to learn (we'll provide the training)
- Experience of working with Canva to draft stories and Reels
- Experience of Microsoft Teams and Planner
- Good copywriting skills
- Confident communicator with team and clients
- Brilliant time management and organisation; you're able to prioritise a varied workload
- You can manage up, flagging any issues that need senior support
- You have excellent attention to detail and are deadline-driven, curious and analytical in nature
- You are a multi-tasking king or queen and able to juggle a busy workload in your sleep
- A team player with the ability to work with various managers or account leads

You present yourself online professionally and demonstrate you know and understand how to use social media by championing your clients, LRR as well as your own and your colleagues work via these channels. You have at least one social media channel which represents your work 'brand.'

You work with the entire company to always ensure that we remain a diverse workforce encouraging everyone to speak up and feel included. You support your peers.

You are conscious of 'doing good' and are actively avoiding the creation of waste in the office and on any project. You use ethical and local suppliers and look to support our community where we can. You always try to see how we can give back and do good.