



THE ORACLE GROUP

Job Description Digital & Social PR Executive

The Oracle Group is a fast-growing PR Digital agency based in Epsom, Surrey. We are currently looking for a Digital & Social PR Executive to join our team. You will be joining an experienced company at an exciting stage of growth and will be given the opportunity to grow in your role and get hands-on with projects from day one.

We believe in building a great place to work and an environment where we do our best work for clients. We feel passionately about building a great atmosphere for our staff and believe in good work/life balance.

The Digital and Social Executive is responsible for managing all Oracle digital content, implementing social media campaigns, and building client audiences across all digital channels. Your role will be to support the Digital Marketing Director, keep up to date with social media and digital marketing trends, and have an ability to build a rapport with clients and suppliers.

Key responsibilities:

Client Liaison:

- Develop an understanding of the property sector and client businesses
- Day to day contact, advising clients of progress on individual projects
- Contributing to the production of regular status reports
- Attend update meetings

Social Media:

- Managing social media channels on behalf of our clients (Facebook, Twitter, Instagram & LinkedIn), this may include live tweeting from award ceremonies / conferences
- Devising & implementing social media strategies
- Keeping abreast of all emerging digital marketing trends and the evolving social media landscape (Understanding of LinkedIn Groups, niche Facebook groups and respected blogs)
- Analysing and reporting on post successes, engagement levels, sentiment and figures with use of analytical tools and research – and working to improve that engagement with innovative content

Content Creation:

- Collaborating with designers, product marketing, sales, and external influencers and industry experts to produce relevant content that meets the needs of both key stakeholders and our audience
- Supporting the development of launch plans and annual communications strategies
- Creating content including graphics, short videos to share across social media
- Producing copy to suit client requirements and targeted audiences e.g. b2b or b2c
- Blogging on behalf of clients to attract website visitors through social media

Digital Skills:

- Some digital marketing knowledge and experience in search engine optimisation and paid search would be preferred, however, if you are the right applicant, we are willing to take on someone willing to learn more in these areas and train where necessary
- Similarly, experience in creating content for clients including; blogs, infographics, video, gifs and other engaging content is preferred
- Writing and proofreading ability, particularly for blog-style writing
- Competent with Microsoft Office, Photoshop, and the main social media sites such as Facebook, Twitter, LinkedIn, Instagram – you should have an interest in social media

About You:

- Well organised and willing to learn with a good sense of humour
- Strong verbal communication skills for articulating ideas to colleagues and clients
- Attention to detail and accuracy
- Happy to work both independently and as part of the team
- Capacity to prioritise and work across multiple projects
- Excellent writing and proofreading ability
- Creative skills for contributing new and innovative idea
- Ability to work well under pressure and meet deadlines
- General office duties, e.g. collecting newspapers, taking post and contributing to keeping the office clean and tidy

This job description summarises the purpose and responsibilities of the role; it is not a definitive list of all the tasks that may be necessary and required to be undertaken in order to achieve this purpose and responsibilities. The purpose and responsibilities of the role can be varied from time to time at the discretion of The Oracle Group, in consultation with the role holder.