

# Job Description – Social Media Manger

The successful candidate will have two years+ agency experience, preferably with some property knowledge.

You will be passionate about digital - social channels, paid social, content, websites, as well as the wider technology and marketing sector. You will play a leading role in the team, advising clients on strategy and execution of social campaigns.

You will work with colleagues and clients to understand clients' objectives and formulate effective campaign strategies. You will be responsible for designing and implementing campaigns, analysing performance data and identifying ways to optimise performance. You will liaise directly with clients, providing them with regular reports, analysis and insights.

## Social Media Manager Responsibilities

- Develop creative and engaging social media strategies
- Manage a budget for social media advertising activities
- Set up new client adverts for promotion on Facebook, LinkedIn, Twitter and YouTube
- Manage the day-to-day handling of all social media channels such as LinkedIn, Facebook, Twitter, Pinterest, Instagram, Tiktok and YouTube, adapting content to suit different channels
- Oversee, plan and deliver organic content across different platforms using scheduling tools such as Loomly, Sked Social and Hootsuite
- Creating content such as graphics, short videos and 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
- Create engaging multimedia content (and/or outsource this effectively) across multiple platforms
- Develop, launch and manage new competitions and campaigns that promote an organisation and brand
- Research and form key relationships with influencers across the social media platforms
- Undertake audience research
- Manage and facilitate social media communities by responding to social media posts and developing discussions
- Monitor, track, analyse and report on performance on social media platforms using tools such as Google Analytics and Facebook insights
- Research and evaluate the latest trends and techniques in order to find new and better ways of measuring social media activity
- Analyse competitor activity
- Recommend improvements to increase performance
- Set targets to increase brand awareness and increase customer engagement
- Manage, motivate and coach junior staff such as social media executives or assistants
- Educate other staff on the use of social media and promote its use within your company (in-house roles)
- Regularly liaise with clients via telephone, email, conference calls or face-to-face (agency roles)

- Supporting new business pitches by undertaking relevant research
- Contributing to pitch documents with specific digital marketing strategies.

## **Skills**

- A solid understanding of the use of a range of social media platforms, particularly in relation to advertising/branding and customers
- Photoshop, Illustrator and Adobe package skills preferable
- Strong copywriting and editing skills suitable for each platform, from knowing how to write a successful Tweet to using effective storytelling techniques on Instagram
- Knowledge and understanding of algorithms and search engine optimisation
- Creative skills for contributing new and innovative ideas
- Strong communication and people skills for articulating ideas to colleagues and clients
- Excellent team working, collaboration and networking skills
- Organisational skills, with the capacity to prioritise and work across multiple projects
- Skills in data analysis and interpreting statistics
- Online community management and customer service skills to strike the balance between publicity and stimulating direct discussion with potential and actual customers
- An eye for detail and the ability to work accurately
- Develop and maintain strong relationships with clients through appropriate regular contact

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.

**Salary: £25k experience dependent**

No agencies please