

<b>Role title</b>	Social Media Marketing Executive
<b>Location</b>	Home Based - Ideally Southwest as some office visits will be required
<b>Department</b>	Marketing
<b>Reporting to</b>	Marketing Director
<b>Job Description</b>	<p>This role involves the management of our social channels and our supporting search marketing endeavours. You will be responsible for all social campaigns, sustaining an engaged and engaging audience experience. You will work closely with our marketing communications manager who will feed the social media engine.</p> <p>You will be expected to stay ahead of trends and research and analyse social media campaigns against organic content, website visits, data capture and gated content downloads.</p> <p>User communications and representation is key to our marketing plans. Building a strong user community within our social channels and encouraging users to sign up to programmes in their locations will be something you will own. You will be responsible for writing strong social media messages that convert and engage.</p> <p>We are a small but growing team who care passionately about the people whom we serve.</p>
<b>Key tasks within the role include (but are not limited to):</b>	<ul style="list-style-type: none"> <li>• Oversee all company social media account management via Hubspot</li> <li>• Develop engaging, creative, innovative content with the communications manager for regularly scheduled posts, which enlighten audiences and promote brand-focused messages</li> <li>• Be able to translate content into powerful and engaging social copy that drives action</li> <li>• Coordinate social media messaging and advertising campaigns</li> <li>• Work with internal copywriters and other content creators (image and video), check content with user panel and other stakeholders</li> <li>• Audit and analyse social media presence, including digital advertising costs and returns</li> <li>• Analyse social media campaigns with tracking systems to gather visitor data and determine efficacy and areas for social media campaign improvement</li> <li>• Horizon scanning and online reputation management</li> <li>• Work with other departments to develop social media timelines coinciding with product releases, ad campaigns, or other brand messages</li> <li>• Monitor and develop reports on competitor activity within social media spaces.</li> </ul>

<p><b>Essential Skills</b></p>	<ul style="list-style-type: none"> <li>• Proven work experience as a social media marketing executive (at least 2 years' service)</li> <li>• Campaign management experience across multiple channels</li> <li>• Extensive knowledge of Social Media Platforms and their advertising platforms</li> <li>• Good interpersonal skills and demonstrated understanding of customer engagement techniques across digital platforms</li> <li>• Be able to work across multiple teams to support their communication needs</li> <li>• Analytical skills, accuracy, and attention to detail</li> <li>• An ability to deadlines delivering demonstrable ROI</li> <li>• Well organised, self-driven and able to manage projects proactively</li> <li>• Proficiency with MS Office Suite, particularly MS Excel</li> <li>• Customer Service Skills.</li> </ul>
<p><b>Desirable Skills</b></p>	<ul style="list-style-type: none"> <li>• Knowledge of the Public Sector or Education</li> <li>• Knowledge of the needs of people who are neurodiverse or who have mental health difficulties</li> <li>• Google advertising and search advertising campaign management</li> </ul>