

Social Media Manager

Employment Type

Full-Time 9 Month Maternity Cover FTC

Company Industry

Marketing and Advertising, Design, Think Tanks

Seniority level

Mid-Senior level

Description:

Looking for an exciting and dynamic role as a Social Media Manager within a top 40 Creative Agency? You will need to be a highly motivated and enthusiastic team player who wants to make each post stand out and get noticed.

You'll be working closely with our Digital Strategy Director to develop campaign strategies that connect with our amazing clients and their audiences, you'll also be challenged to create engaging content for topical campaigns as well as supporting our own internal social media presence. So, you'll need to be a good 'all-rounder' and be ready to get stuck into everything, from strategy to calendar creation and community management.

This is a fun opportunity but it's also no picnic, as with everything we do, there will be an expectancy to deliver ROI's, build audience acquisition and drive brand awareness each and every day. We are seeking a candidate who loves to do the same.

You will be supported by the best talent who love what they do.

Social Media Manager Job Duties:

- Lead on Social Media strategy for the company and client social media accounts and campaigns
- Manage social media channels, including Facebook, LinkedIn, Twitter, Instagram and other relevant platforms
- Engage in social media presence creation on new and emerging social media platforms
- Direct the creative studio to produce dynamic written, graphic, and video content that promotes audience interaction, increases audience presence on company sites, and encourages audience participation
- Produce engaging social media calendars for a range of exciting clients and assist with community management when required
- Produce regular social industry thought leadership content to be used as blog posts and collateral for the Oakwood blog/ whitepaper documents

- Manage large projects, events, and community management
- Work as part of a team to develop large social media campaigns
- Analyse social media campaigns with tracking systems to gather visitor data, report on KPIs and determine areas for social media campaign improvement
- Propose new ideas and concepts for social media content
- Work with marketing and social media team members to coordinate ad campaigns with social media strategy
- Monitor and develop reports on client and competitor activity within social media spaces
- Use timelines and scheduled content to create a consistent stream of new content for audience interaction while analysing, managing, and altering schedules where necessary to achieve KPIs
- Perform annual and quarterly staff appraisals and objective setting in line with company structure as required

Support and manage the Social Media Executive to:

- Manage social media campaigns and run the day-to-day channel activities across Facebook, Twitter, Instagram, LinkedIn and other relevant channels
- Work closely with the creative studio to produce dynamic social content
- Create blog content analysing social trends for the Oakwood website
- Analyse social media campaigns to gather insight and produce reports for client campaigns

Preferred Social Media Manager Skills and Qualifications:

Marketing or Social Media Marketing Degree Preferred, Extensive Knowledge of Social Media Platforms, Copywriting, Content Creation, Campaign Execution, Teamwork, Self-Motivation, Strong Communication Skills, Networking, Idea Presentation, SEO and PPC, Proofreading, Strong Customer-Service Skills, Enthusiasm, Detail-Oriented, Collaboration

Salary will entirely depend on experience and your star quality. There are a whole host of additional benefits on offer too including Health Cash Plan.