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Social Media Manager



Recruiter	MAJOR PLAYERS
Location	London
Salary	£20000 - £25000 per annum
Posted	10 Mar 2016
Closes	07 Apr 2016
Ref	84391
Contact	David Newman
Industry	Arts & heritage, Writing & literature, Marketing & PR, Digital Marketing, Media, Digital Media
Job Function	Marketing/PR
Hours	Full Time
Contract	Permanent
Listing Type	Job vacancy

Social Media Manager - PR & Comms Agency - London
£20,000 - £25,000 + amazing benefits and perks

Social Media Manager - The Company

My client is a strategic communications partner that help businesses to grow, expand and create an influential identity to essentially their own market. They partner with challenger brands, entrepreneurs and the organisations that are critical to their success. They have the backing of a fully integrated creative agency, which means they like to approach problems in a different way and utilise their entire creative resource to develop solutions of their clients. This is an incredibly fast paced and hard working culture to work in - the trade off is an incredibly fun environment with lots of fun and perks along the way.

Social Media Manager - The Role

A Social Media Manager is required to join this busy agency on a permanent basis as soon as possible. To be considered for this role you must be able to display an ability to write quickly and creatively with no grammatical errors in sight. You should have an interest in social media and although previous experience in a similar position is desirable, it's not essential.The role of Social Media Manager is a vital cog in the machine. You need to have your finger on the pulse and bring a fresh approach/ideas to the table. You should be able to think on your feet and work well under pressure. The Social Media Manager should be an inspiration to colleagues, demonstrating best practice and passion in your work.

Responsibilities

- * Own, develop and execute social strategy; contribute to overall social strategy for clients.
- * Develop client-facing documents, from plans through to insight reports.
- * Working with analysts to develop insight reports and evaluation documents.
- * Liaise with clients, and attend meetings, to update them on activity and counsel them on social activity.
- * Ensure user questions receive quality, timely answers and respond directly when appropriate. Manage forum hygiene by reducing spam and duplicate discussions.
- * Write weekly/monthly calendars for social communities across a range of platforms.
- * Manage your time efficiently, leaving enough time for internal and external approval on all social content.
- * Ability to work alone and with creative teams and clients to generate compelling editorial content for communities to engage with.
- * Curate the community into contributing their own high quality submissions (where applicable).
- * Represent clients by actively driving, growing and managing their community, building healthy relationships with community power users and influencers, and engaging directly with users.
- * Manage updates according to platform developments.
- * Own, understand and report on community health and success. Analyse reports to identify trends and insights into user needs.
- * Lead new innovations in social media, including new/updated platforms, process improvements and best practice sharing and measuring.

Your skills

- * Great communicator with excellent and versatile written English skills
- * Ability to adapt to a brand's specific TOV and write creatively
- * Native, ahead of the curve, passion for social media
- * Thirst for developing knowledge of platforms and social technologies
- * Knowledge of monitoring and reporting tools and platform APIs
- * Knowledge of social media analytics
- * Experience with moderation, crisis management and customer service
- * A background developing content for a range of different media
- * A professional working demeanour
- * Creative, diplomatic, and fantastic interpersonal skills
- * Good technical understanding and can pick up new tools quickly
- * Enthusiastic, confident, adaptable and passionate
- * Solutions focused, able to maintain calm under pressure

Apply today.

For further assurance, please review my profile on LinkedIn and connect with me; Search for "DAVE NEWMAN". To apply for this fantastic opportunity or for further information, please contact: Dave Newman | DD: + 44| 207 845 7269. Please note all applications will be made in confidence. Feel free to call me directly if you would like more information before applying.

We have a variety of digital roles on at present (£20k-£130k), so if this is one is not suitable; please call me to discuss other exciting opportunities which you can apply for.

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