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Social Media Manager (Travel)

Recruiter	Venture Careers Limited
Location	Manchester, Lancashire
Posted	01 Mar 2016
Closes	08 Apr 2016
Sector	Engineering

Social Media Manager (Travel) Manchester To £35,000 + Benefits

Due to continued global growth and success this leading travel company are seeking an experienced Social Media Manager to join their team. The Social Media Manager will be responsible for devising and executing the social media strategy in line with the digital objectives, maximising customer and prospect engagement, whilst living and breathing social media activity across all consumer and recruitment channels, globally.

The ideal candidate will be ambitious, driven, outgoing and personable who can hit the ground running and take this exciting new role forward. You will have significant experience of growing online communities through engaging content and conversation, supporting wider marketing, digital and PR objectives and driving enquiries. The Social Media Manager will work closely with key stakeholders around the business to create commercially relevant content, whilst curating the best of our authentic customer-driven content to help continually improve the quality of marketing communications.

Main Duties & Responsibilities:

- Writing, scheduling and publishing on-brand, authentic content across all of social media accounts (Facebook, Twitter, LinkedIn, Instagram, Pinterest, Google+, YouTube)
- Developing compelling campaigns and increasing engagement through appropriate channels
- Supporting the marketing, digital and communication teams to improve engagement and acquisition performance against set KPIs
- Working closely with the commercial marketing team to drive commercial strategy through social media and increase awareness and sales of recommended product
- Regular communication with the marketing teams in overseas offices to share social media knowledge, activity and insights, and drive performance
- Ongoing monitoring, evaluation and reporting on social media activity across the business
- Being highly active and ultra vigilant in online communities such as groups and forums to protect and enhance the company reputation and brand.

Summary of Key Attributes & Qualifications:

- Excellent interpersonal skills with the confidence and ability to communicate effectively and professionally at all times and at all levels, globally
- Educated to degree or equivalent with at least three years hands-on social media experience, and proven experience in delivering a high performing social media strategy, in line with a company's brand, communications and digital strategy
- Proven experience of delivering an engaging social media strategy with a customer service focussed business
- Comfortable and confident presenter
- Strong copywriting and content curation skills
- Self-driven with a strong desire to succeed and a tireless approach to delivery
- Ability to thrive in a fast-paced, often impatient environment

The Reward:

In return, you will receive an excellent remuneration package including a very competitive salary with the opportunity to progress in a friendly working environment along with benefits including:

- A discretionary annual bonus
- 25 days annual leave per calendar year plus statutory public holidays, increasing to 28 days after five years service
- Salary sacrifice car scheme
- Full membership of our private BUPA Healthcare Scheme
- Entitlement to participate in the company Pension Scheme, for which you can contribute a minimum of 2% of your salary and the company will match your contribution up to 2%
- Life insurance providing three times your annual salary death in service benefit
- Free secure parking
- Flexi hours with option of homeworking
- Discounted gym membership
- Free onsite refreshments
- Free confidential counselling service for which personal meetings can be held on site.

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