

Job Title: Social Media Manager

Department: Campaign

Based: Hartlebury

Reporting to: Head of Campaign

REMUNERATION

Agreed as per contract of employment.

Bonus & pension contribution scheme as outlined in your contract of employment.

PURPOSE

On behalf of our clients, you will be responsible for creating original text and video content, managing posts and responding to followers. You will manage the client's image in a cohesive way to achieve their marketing goals.

As a Social media manager, you will to be up to date with the latest digital technologies and social media trends. You should have excellent communication skills and be able to express client views creatively.

PRINCIPLE DUTIES

- Overseeing the social media strategy for the clients ensuring it aligns with the company's brand.
- Engaging with clients through the use of social media.
- Keeping up to date with advances in social media technology and the latest social media platforms.
- Maximising follower's social media platforms such as Facebook, Twitter, Google plus and Pinterest.
- Ensuring that approaches to social media are relevant and appropriate for each medium.
- Monitoring social media for customer comments both positive and negative.
- Building reporting frameworks to evaluate return on investment on the various platforms.
- Engaging with clients to resolve customer service issues and or create positive PR opportunities.
- Continuous research into new relevant social media channels and their impact on the brands marketing.
- Working with the marketing team to look at ways social media can work within wider campaigns.
- Analysing social media insights to guide future social media campaigns.
- Developing a content calendar across all platforms ensuring a constant supply of relevant content.
- Holding workshops for the wider marketing team to explain the importance of social media and how it can impact their campaigns.
- Reporting on social media mentions of the brand internally providing useful feedback to product and marketing teams.
- Searching social media for off-diary stories and content.
- Planning and delivery of community management strategies through social media.
- Building and maintaining relationships with key and relevant members of the press.
- General administration including management of the press budget.
- Managing social media campaigns on Facebook and Twitter.
- Writing press releases and distributing them to the media.

- Tracking company and campaign mentions in the press and distributing internally.
- Copy writing including blog posts and feature articles.
- Handling incoming enquiries for information from various members of the media.
- Advising company staff on handling and working with the media.
- Ensuring press releases fit the client's brands and relay the appropriate message.
- Arranging competitions to promote current and new products.
- Organising events to promote brands in the press.

This list is not exhaustive and you will be expected to work flexibly and undertake other such duties as the management may from time to time reasonably require.

EXPERIENCE

- Previous experience in a similar role.
- Background in working with online brands
- Impeccable copywriting skills.
- Excellent communication skills, written, verbal and interpersonal.
- Understanding of WordPress.
- Vast social media experience.
- Good administrative and IT skills.
- Ability to work on own initiative and meet deadlines
- Tenacious and flexible attitude, ready to help with varied challenges from across the marketing department.

SKILLS

- Good keyboard and computer skills with Microsoft Office (Word, Excel and Outlook)
- Good organisational and time management skills with the ability to prioritise workloads
- Ability to work independently and to 'think outside the box'
- Positive, friendly attitude
- Excellent attention to detail
- Excellent communication and inter-personal skills
- Flexible attitude to working hours
- Foreign language skills would be an advantage

OTHER REQUIREMENTS

- Able to travel throughout the UK and overseas
- Driving licence

DATA SECURITY

At all times you must work within the guidelines set out in the **DRPG** Information Security Policy and your Employee Confidentiality Agreement. Failure to do so will be deemed as gross misconduct.

FURTHER NOTES

The role will be based primarily in our Worcestershire head office. There will be times when this role will require you to work from the company's other offices. You will be expected to work flexibly and undertake other related commercial duties both in the UK and overseas as the company may from time to time reasonably require.

At all times you must work within the guidelines set out in **DRPG** Health & Safety Policy and Employee Manual.

THE COMPANY

Established in 1980, we're one of Europe's most experienced and largest, fully integrated, award winning communications agencies. From the strategic communication consultancy, to our complete in-house production facilities for digital media, video, events & print, we deliver to companies of all sizes that span a wide range of markets.

***DRPG** is an equal opportunities employer.*