



WE NEED YOU

WE'RE LOOKING FOR

Content and Social Executive

LOCATION:

London - Old St (min 2 days per week) + Home

WORKING HOURS:

Monday – Friday 37.5 hours per week

SALARY/DAY RATE/GRADE:

Up to £28,000 - £32,000 per annum

OTHER BENEFITS:

Competitive Reward Scheme Bonus, Life Assurance, Discount portal, Aviva Pension, corporate discounts, Company Sick Pay, ETHIC Values - Employee of the month: a chance to win a £500 lifestyle voucher!

CONTACT TYPE:

Permanent

REPORTING IN TO:

Growth and Enablement Lead

ROLE TYPE

CORE

WE'RE LOOKING FOR A CREATIVE, ORGANISED AND CURIOUS CREATOR

As our Content & Social Executive you'll understand how content moves today. This is an exciting role for someone who genuinely enjoys making great content, experimenting with new tools (including AI) and turning raw ideas into engaging, platform-ready content.

In this role you will own and manage the content calendar, support the group's agencies and leaders with their social presence, and bring the Brand Partnership Group story to life through video, photography, written and visual content.

You will draw on modern tools, creative techniques and AI to work smarter, faster and more effectively, learning what resonates, refining your thinking and strengthening your instinct for what works.

TO MAKE A REAL DIFFERENCE IN THESE AREAS

CONTENT CREATION AND PRODUCTION

- Build, manage and maintain the content calendar from end to end, including planning, drafting, editing, scheduling and publishing
- Create multi-format content for social media, presentations, internal communications, pitch materials and event moments
- Capture photography and video (office, events, behind-the-scenes) and edit this into engaging short-form content for LinkedIn, Instagram and TikTok and other social media channels
- Use AI tools to support idea generation, captions, content variations, scheduling efficiency and performance optimisation
- Develop creative concepts that feel modern, relevant and aligned with our tone of voice
- Repurpose design, photography and motion assets into platform-ready formats
- Build and maintain a bank of reusable content assets and template

SOCIAL MEDIA MANAGEMENT

- Support the day-to-day running of Brand Partnership Group's social channels
- Build and maintain a consistent publishing rhythm, managing the BPG content calendar
- Write, design and edit posts tailored to each platform
- Understand platform nuances, trends and best practices (particularly LinkedIn, Instagram and TikTok)
- Monitor engagement and adapt approach based on insight
- Ensure content meets accessibility, compliance and brand standards – attention to detail is key

WE TURN HUMAN CONNECTION INTO BRAND GROWTH

GROWTH CONTENT & ENABLEMENT SUPPORT

- Create and schedule content for agency leads and senior stakeholders to support their visibility and thought leadership
- Support targeted LinkedIn campaigns and outreach activity, including use of LinkedIn Navigator
- Develop content that speaks clearly to prospects, partners and potential clients
- Support the creation of pitch decks, sector updates and event-related content
- Translate business activity into clear, engaging storytelling

CROSS-AGENCY COLLABORATION

- Partner with all BPG group of agencies to gather ideas, assets and stories
- Attend shoots, office days, meetings and events to capture content opportunities
- Build trusted, positive relationships to ensure a consistent flow of information and ideas

INSIGHT, AI & CONTINUOUS IMPROVEMENT

- Track and monitor content performance using platform analytics and internal tools
- Share simple, actionable insight with the Growth & Innovation Director and wider team
- Stay curious and up to date on AI tools, content trends and social media developments · Continuously test, learn, improve and evolve the content approach
- Maintain a high standard of quality, accuracy and tone across all output

OUR IDEAL PERSON & THE ESSENTIALS WE'RE AFTER

- You're someone with a genuine passion for creating, editing and sharing content
- You're able to demonstrate a strong interest in and practical use of AI tools for content creation and planning
- You're experienced (academic, personal or professional) in creating video and social-ready content
- You're familiar with and have a good understanding of LinkedIn, Instagram and TikTok and other social media platforms
- You're comfortable experimenting, testing and learning what works
- You're organised, with the ability to plan and manage a content calendar
- You're confident with written communication with the ability to adapt tone to audience
- You've got creative eye for detail, composition and storytelling
- You're reliable, positive and keen to learn and grow in a junior role
- You're comfortable working with a wide range of people and teams, able to build great relationshipsYou're able to demonstrate a keen Interest in marketing, partnerships, brands and creative industries

Our ETHIC values are at the core of everything we do, the way we think, the approach we take. These five values are qualities we look for in every single member of the Blue Square team.

