



WE NEED YOU

WE'RE LOOKING FOR

SOCIAL MEDIA MANAGER
– MATERNITY COVER

LOCATION:

HYBRID: WOKING / HOME BASED

WORKING HOURS:

MONDAY – FRIDAY 37.5 HOURS PER WEEK

SALARY/DAY RATE:

Up to £35,000 - £45,000 PER ANNUM

OTHER BENEFITS:

Accelerator Bonus, Life Assurance, PerkBox Discounts, Aviva Pension, Samsung/HP Discounts, Company Sick Pay.

CONTACT TYPE:

FIXED TERM – MATERNITY COVER

REPORTING IN TO:

Chief Strategy Officer

**SOCIAL MEDIA
MANAGER
(MAT COVER)**

WE'RE LOOKING FOR A PASSIONATE CONTENT AND SOCIAL MEDIA EXPERT

As our Social Media Manager, you'll have oodles of experience and passion for social media and the importance of content marketing. You'll be shaping and driving the content plans and social media presence across the Group agencies with a specific focus on our 'largest client', Blue Square – our sister agency. In addition, you will be managing Engage Social – a content amplification and deployment programme we manage on behalf of Blue Square for their client, Samsung, and support with ad hoc content and social media requirements that arise on behalf of our clients.

You'll have previous experience working within an agency or client-side (B2C and/or B2B) in a content and social media-focused role and be comfortable leading and defining content and social media strategies across all main social media channels, i.e. (in priority order), LinkedIn, Insta, TikTok, Twitter, and Facebook as well as our own websites.

TO MAKE A REAL DIFFERENCE IN THESE AREAS

STRATEGY DEVELOPMENT

- Build on our current content and social media strategy with a focus on targeting and engaging our four core audiences; new prospect clients, existing clients, new recruits and our existing team
- Use insight on the latest trends and platform enhancements, as well data and analytics in GA4 analytics across our websites, to evidence rationale for changes to drive higher engagement
- Support on new client and new client project proposals with content and social media ideas

CONTENT MANAGEMENT

- Ensure platform-specific content strategies, creative tools, and tone of voice alignment
- Generate content ideas, plan, and manage content calendars in line with client briefs and KPIs
- Review and approve content, ensuring it meets quality standards
- Create social media-friendly edits of higher value content
- Be proactive in suggesting new ideas and formats

STAKEHOLDER COLLABORATION

- Liaise with key stakeholders at all levels to identify business activities for content creation, engagement and campaign activation
- Collaborate and support our Social Media Exec who is instrumental in the creation of content (and your direct line report)
- Maintain timely and relevant communication with our Blue Square client team with regards to the output and performance of Engage Social

REPORTING AND ANALYTICS

- Prepare monthly, quarterly, and annual reports on content and strategy performance
- Present reports to key stakeholders, including conversion metrics
- Create and share reports to update the wider team on social content performance

CORE CAMPAIGN MANAGEMENT

- As mentioned, you will be the lead client owner of Engage Social where we take central Samsung content for deployment across Blue Square's field team social media platforms using a central system
- As part of our ED&I programme (called INclusiverse), the Creative Monster team, led by you, devise, manage, and implement our INclusiverse podcast including guest speakers, editorial oversight, film and content outputs (supported by our training production team who take the lead with videography and editing)
- Manage team workflow, priorities, and deadlines across all activations

OUR IDEAL PERSON & THE ESSENTIALS WE'RE AFTER

- You're experienced in social media strategy and management
- You're passionate about content creation and engagement on social platforms. Always up to date on algorithm changes and social media trends.
- You're positive, collaborative, and eager to learn
- You're able to develop creative ideas independently
- You're able to demonstrate understanding of LinkedIn best practices and algorithm behaviour (our core social platform and one we're keen to explore and text more fully)
- You understand the methods and values of creating content natively within the apps (e.g., IG reels, TikTok's, etc), using interactive tools and filters to create the best reach and engagement possible.
- You're about the details, you possess strong planning and operational skills
- Have an eye for guiding the creation of brilliant design and layouts.
- You're GA4 Certified (if not, then this would be an expectation within the first couple of months)
- You're able to write/create copy
- You're able to manage a small team

ABOUT US

Creative Monster is a creative, content & digital agency. Whilst the agency has some direct clients, most of the work undertaken is across the Group (Brand Partnership Group) with a particular focus on content creativity, social platform impact and engagement for Blue Square.

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OUR VALUES

Our ETHIC values are at the core of everything we do, the way we think, the approach we take. The five values are qualities we look for in every single member of the Creative Monster team, and across Brand Partnership Group.

