

28 June 2017

Job Description: Social, content and search executive

As social, content and search executive, the successful candidate will work as part of our account management team, across a number of clients.

This role is perfect for a proactive and enthusiastic person, who is already obsessed with all things social – and has brilliant creative-writing skills. They will have already had experience promoting brands throughout various digital, search and social channels, ideally in an agency environment.

Primary duties:

- Production, management and implementation of clients' social media, digital content and search (SEO) strategies
- Coordination and production of content across various digital, search and social channels e.g.
 - Research and content creation for clients' websites
 - Research and content creation for clients' social channels
 - Producing in-depth whitepapers on various subject matter
 - Working on content strategies for clients to ensure they achieve the best possible results
- Distribution of content across various digital and social channels e.g.
 - Twitter
 - Facebook
 - Instagram
 - LinkedIn
 - YouTube
 - Blogs
 - Clients' websites (via CMS)
- Broad knowledge and experience of SEO tools including keyword research, backlink building strategies, directory submissions and revisions, internal link optimisation, meta optimisation, copy optimisation, keyword ranking tools, reporting tools



- Ability to brief in technical SEO amends to development team
- Developing monthly performance reporting and measurement across all digital, search (SEO) and social media campaigns and preparing client reviews
- Proof reading content
- Researching, writing, distributing and selling-in of press releases to targeted media, including traditional media such as newspapers and magazines
- Researching and writing editorial content
- Liaising with suppliers as required e.g. photography, video filming
- Problem/issue escalation and crisis management
- Building relationships with key journalists and bloggers
- Keeping abreast of latest industry news in order to ensure that digital, search (SEO) and social campaigns evolve in parallel with Google's latest updates and effectively presenting promotional ideas to other departments within the company
- Assisting the account-handling team by communicating with senior clients on the phone, or face-to-face, regarding the management of content, search (SEO), social media campaigns and traditional PR
- Attendance at on-site events
- Site visits
- Producing proposals for potential new clients and attending new business and client meetings when required

Key skills:

- Brilliant English comprehension coupled with creative writing ability and strong proof-reading skills
- Self-motivated
- In-depth social media and SEO experience
- A solid understanding of Google Analytics, including conversion tracking
- An excellent team player
- Strong communication and IT skills
- Good attention to detail
- Highly organised

