

July 2021

Job Description: Content and social media manager

As content and social media manager, 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 and content creation skills. They will have already had experience promoting brands throughout various digital and social channels, ideally in an agency environment.

Responsibilities and duties:

- Production, management and implementation of content and social media and strategies across multiple clients
- Research, coordination, production and deployment of content across digital, social and offline channels
- Developing and evolving multiple clients tone of voice in both short and long form content pieces
- Management of clients' social media paid advertising including ad copywriting, audience targeting, budget management and reporting
- Reporting and measurement across social media campaigns and preparing client analysis
- Keeping abreast of latest industry news in order to ensure that content and social campaigns continually evolve, and effectively present promotional ideas to other departments within the company
- 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
- Assisting the account-handling team by communicating with clients regarding the management of content, social media and traditional PR
- Attendance at on-site events, site visits, client meetings and new business meetings



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Key skills:

- A pro at creative copywriting
- In-depth social media experience
- Ability to manage multiple clients and enjoy the challenge of multi-tasking
- Strategic mind and digital savvy-ness
- Brilliant English comprehension coupled with creative writing ability, strong proof-reading skills and great attention to detail
- Self-motivated
- An excellent team player
- Strong communication and IT skills

Nice to have, but not essential skills:

- Facebook Blueprint qualifications
- Hands-on photography and video experience
- A solid understanding of Google Analytics, including conversion tracking
- SEO (search engine optimisation) experience – broad knowledge and experience of SEO tools including keyword research and copy optimisation

Benefits:

In return for your skills and experience as content and social media manager, we will offer:

- A great opportunity to work for an established creative agency, within a dynamic team, producing industry-leading work
- A competitive salary
- 22 days holiday a year plus bank holidays, increasing to 25 days with length of service
- Opportunities for professional career development, through a one-to-one dedicated personal development plan process
- Free staff car parking
- Contributory pension scheme
- Company outings and teambuilding events
- An element of home-working will be considered
- All the tea and coffee you could ever need, and a fuss with the office dog!

