

JOB DESCRIPTION



Job Title:	PERMANENT: Marketing Executive - Digital Content & Social Media
Reports to:	Senior Marketing Executive
<p>The Role</p> <p>Working directly with the Marketing and Digital teams, you'll be the voice of the brand, effectively communicating with customers and potential customers through engaging, concise, and clear content creation for our digital platforms (website and social media channels) and progressing into blog or feature pieces as required. You'll help to build brand enthusiasts and convey a positive brand presence in everything that you do.</p> <p>You'll manage and grow engagement on our social media platforms, exploring strategies and current best practice to extend our reach and gain followers and brand advocates. You'll recommend new social media channels for the business and then manage these, develop digital content and website copy to support the creation of new tools and features within the business's digital portfolio. Taking full responsibility for planning and creating engaging, insightful content to explain and enhance the presentation of these offerings within the business's TOV. You'll also be enhancing copy for the ongoing development of features and services, ensuring consistency and that any changes are clearly communicated.</p> <p>We're looking for someone with at least 2-3 years' experience running active social media channel, a natural communicator with excellent digital copywriting skills and someone who is a natural people person, empathetic and customer centric.</p> <p>You'll be a self-starter, willing to use initiative to prioritise time effectively, be organised and have a strong attention to detail.</p> <p>It's important that you're confident and comfortable working with data, analysing, researching, and making data-lead decisions. You'll be able to clearly demonstrate inventiveness and brilliance in developing copy and content.</p> <p>Determined, organised, proactive and with a keen eye for detail you will be a key part of this high performing, learning team.</p>	
<p>Main responsibilities</p> <p>A confident copywriter and social media expert, as a natural team player you will work alongside of a strong team of senior marketers (digital, brochure, design, and campaigns) and support the team with your expertise and advice on their copy and content creation for campaigns.</p> <p>Digital copy and content creation</p> <ul style="list-style-type: none">• Be responsible for the creation and amending of key digital content on our website to showcase our ever growing and developing suite of digital tools and services.	

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- Work with the teams to clearly communicate developing tools and services, making content changes in line with these developments.
- Work with the Digital Project Manager to communicate effectively and creatively to our customers through your copy and content creation.
- Be a keen learner and work within a bespoke CMS system to upload copy and content and work alongside the Graphic Design Manager to ascertain the best presentation of content on site pages.

Social media

- Lead, develop, and own the Facebook page and Instagram account for the business, with posting support from the Marketing Assistant.
- Monitor engagement and successes, whilst working with the Marketing Team to incorporate our supplier brands activity to complement the business communication.
- Be forever thinking of improvements, strategy and growth opportunities for the social media platforms, elevating our engagement above our competitors channels.
- Measure the results on all activity and be tenacious in seeking out continuous improvement whilst helping us to reach like and follow targets for the platforms.
- Research, propose, and launch the third business social media platform.
- Launch this third business platform within 3 months of joining the business, whilst also providing a clear strategy for the continuation and development of the platform going forward.

Data and reporting

- Have confidence and proficiency with social media platforms and supporting tools (Hootsuite etc.).
- Evaluate the effectiveness of all social media activity and produce clear reporting of performance back to the management team.
- Utilise your learnings to constantly improve performance of the social media plan, working with the Marketing Team and advising on how to help the brands effectively promote their products on our platforms.
- Deliver to key business KPIs and make recommendations to develop.

Projects and Marketing Planning

- Lead on social media strategy development, conduct market research to identify market requirements for current and future social media campaigns and content creation.
- Undertake continuous analysis of market trends and competitor activity to stay abreast of the competition.
- Keep up to date with social media trends, new web-based marketing, website designs and features, to apply to your content writing and to feed back to the team where appropriate to create ideas for website traffic generation and online order growth. Also be up to date with current community trends, innovations, and opportunities.

Reporting and Evaluation

- Evaluate the effectiveness of all social media activity and KPIs and activity present performance back to the management team.
- Use learnings to constantly improve performance of the marketing plan and the marketing team.
- Proactively evaluate performance and own your development in the role.

Relationships

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- Work collaboratively with seniors in the marketing team to deliver the social media and content plan.
- Be a brand ambassador for PenCarrie, understanding the brand position and TOV – being a brand champion and using social media to demonstrate the business personality.
- Building strong working relationships with our wider PenCarrie team.

Knowledge, skills, and experience required:

- A marketing qualification or relevant experience
- Experience in a social media role, including the launch of a social media platform for a business (preferably B2B).
- Experience of creating web-based content and copy for websites
- Able to independently manage workflow and prioritise tasks to meet deadlines
- Evidence of the ability to deliver inventive campaigns and creative which is on brief and on message
- Excellent and inventive copywriting and proof-reading with strong command of English grammar and spelling
- Expert user of Microsoft Office, Excel, and PowerPoint
- Excellent written and verbal communication
- Strong relationship skills
- Strong commercial and analytical focus with experience in setting/reporting ROI and KPI's
- Understanding of data and data analysis

Competencies:Attention to detail

Thoroughness in accomplishing a task through concern for all the areas involved, no matter how small. Monitors and checks work or information and plans and organises time and resources efficiently.

Peer relationships

Can quickly find common ground and solve problems for the good of all; can represent his/her own interests and yet be fair to other groups; can solve problems with peers with a minimum of noise; is seen as a team player and is co-operative; easily gains trust and support of peers; encourages collaboration; can be candid with peers.

Customer Focus

Is dedicated to meeting the expectations and requirements of internal and external customers; gets first-hand customer information and uses it for improvements in products and services; acts with customers in mind; establishes and maintains effective relationships with customers and gains their trust and respect.

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Uses their time effectively and efficiently; values time; concentrates his/her efforts on the more important priorities; gets more done in less time than others; can attend to a broader range of activities.

Interpersonal Awareness

Relates well to all kinds of people, up, down, and sideways, inside and outside the organisation; builds appropriate rapport; builds constructive and effective relationships; uses diplomacy and tact; can diffuse even high-tension situations comfortably.

Perseverance

Pursues everything with energy, drive, and a need to finish; seldom gives up before finishing, especially in the face of resistance or setbacks.

Composure

Is cool under pressure; does not become defensive or irritated when times are tough; is considered mature; can be counted on to hold things together during tough times; can handle stress; is not knocked off balance by the unexpected; doesn't show frustration when resisted or blocked; is a settling influence in a crisis.

Written Communications

Can write clearly and succinctly in a variety of communication settings and styles; can get messages across that have the desired effect.

Creativity

Comes up with a lot of new and unique ideas; easily makes connections among previously unrelated notions; tends to be seen as original and value-added in brainstorming settings.

Organising

Can marshal resources (people, funding, material, and support) to get things done; can orchestrate multiple activities at once to accomplish a goal; uses resources effectively and efficiently; arranges information and files in a useful manner.

Key Contacts:

Internal: Reporting to Senior Marketing Executive. Senior marketing team members: Marketing Manager, Content Team Manager, Digital Manager, Design Manager, Digital Project Manager, Senior Marketing Executives.

Prepared by:

Name: Sophie Dean

Date: April 2022

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