

# Job Description: Social Media & Content Executive

June 2019

- **Type:** Full Time, Permanent
- **Place of Work:** Leicester (City Centre)
- **Hours of Work:** 9:00am - 5:30pm
- **Level:** Intermediate
- **Department:** Marketing
- **Salary Band:** £18,000 - £22,000
- **Last Updated:** 25th June 2019

This job description has been designed to clearly outline and define our expectations of your duties and responsibilities for this role at Wyze. This description will allow both parties to judge whether you are succeeding in your role and also how you might excel.

## Our Mission at Wyze

To design and create outstanding integrated ecommerce marketing campaigns & digital experiences for our client's brands, which deliver an effective ROI.

## Our Vision

To create a market-leading ecommerce agency, built by a team of industry experts, who are passionate about delivering high quality work for our clients.

## Our Values

**We Strive for Excellence** - We take pride in the quality of our work and actively push ourselves to improve our skills and proficiency.

**We Build Relationships** - We build trusting, positive and respectful relationships with each other and our clients. We show respect, share ideas and support each other.

**We Value Process** - Great internal process improve our quality, make us more efficient and more consistent. This allows us to offer our services at good value for money.

**We Innovate** - We market our clients in the world we live in today, using the most appropriate communication platforms available to us. We keep our finger on the pulse and are ready to use the latest technology to push

**We Have Fun** - We love what we do, we have a great time working together and strive for an exciting, healthy and comfortable working environment.

**We Are Wyze** - We make smart decisions for the long-term. We understand that success in marketing, in business & in our careers is not solely based on the time we put in, but more in how we decide to use it.

## The Role

As a Social Media & Content Executive, you are an integral part of our Marketing Operations Team - responsible for the editorial planning, creation and distribution of content on both social media and for the web.

Your role will span across both organic and paid social media channels including planning and structuring Facebook Advertising campaigns.

Your primary goal will be focussed on the delivery of our client's Social Media & Content work - on-time, on-budget and to standard.

You will be involved in our integrated marketing campaigns and have insight into how your role integrates with SEO, Web and Paid Media.

As a process-driven agency, you will be working to our internal processes and standards as well as helping us to expand and adapt these on a regular basis.

## Who We Are Looking For

You are someone who thrives on social media and has a passion and understanding for using the various platforms in a business context.

You are an exceptional writer and have and are also confident in producing high quality visual assets for social media.

You are happy to go the extra mile to hit deadlines and to consistently push your own skills and experience as you go. You take it upon yourself to further your development and learn new things in an ever-evolving discipline. You'll allocate time for research and development and have an interest in attending relevant industry events to continually hone your skills, observe trends and adopt best-practice.



## Responsibilities of the Role

1. Planning social media and editorial calendars whilst considering budgets, deadlines, trends, and assets
2. Creation and scheduling of social media assets for client campaigns across a variety of media types (text, image, video etc)
3. Planning, creation, optimisation and reporting of social media advertising campaigns
4. Creation of written content for web such blog posts, etc
5. Distribution of web content including outreach to publications and media outlets
6. Where necessary, liaise with project managers and clients to understand objectives, expectations and provide status updates
7. Support fellow marketers in their endeavours to strengthen the knowledge of our Marketing Team
8. Challenge and contribute towards the continual evolution of our Marketing Processes and Standards
9. To escalate any concerns or issues surrounding the integrity of your work or the work of your colleagues.
10. To continually advance your own knowledge through frequent research and considered progressive development within projects.

## Required Skills

The following skills and experience are required:

1. Outstanding written and verbal communication skills
2. Avid social media user with experience in managing social media accounts for businesses or other organisations
3. Ability to create visual assets for blogs and social media posts (ideally using Adobe software)
4. Great planning, organisation & time management skills with the ability to prioritise workload & deliver projects on time
5. Natural ability to write content and blogs in a range of writing styles

## Desired (But Not Essential) Skills

The following skills and experience are desired but not essential:

1. Degree / qualification in Marketing, English, Journalism or Business Studies
2. Experience working with the following tools: Google Analytics, Facebook Ads Manager, Hootsuite (or similar) & Facebook Business Manager
3. Adequate knowledge of GDPR and how User Data and PI should be consented, collected, stored and handled

## Benefits

You don't just get a great new job when you take a position at Wyze, you also have access to the following benefits:

- 23 days holiday per year plus all (8) British Bank Holidays
- 3% Match Pension
- Macbook pro
- PDP career review every 6months along with performance incentives
- A space in our comfortable office in a Creative Business Hub
- Access to Industry Conferences & Events
- Access to an on-site cafe - with great coffee and amazing lunches
- On-site shower with nearby gym
- Teas & coffees within the office

## Role Progression

At Wyze we are highly passionate about our team continually improving their skills and developing their roles and duties in the business. Within this role you may be able to further support the business by contributing outside of your standard duties.

Here are some examples of how you may excel within this role:

### 1. Creation & improvement of our internal processes and standards

by continually improving our internal marketing standards and processes you can help ensure the Wyze team is delivering high quality, up-to-date and efficient work. This could be through improving the process of our social media calendar planning, creating reusable content format templates or introducing new quality standards.

### 2. Personal branding

by creating and distributing company blogs, videos or by speaking at conferences you can build both your personal brand and strengthen Wyze's brand reputation and visibility. This may improve your own skills in the discipline, build your/Wyze's social following, inspire your colleagues and even attract talent/clients into the business.

### 3. Taking ownership over a key product

a Social Media & Content Executive can excel within their role by becoming a key product specialist, taking ownership and direction over how we use the product. Whether this is in Social Media Strategy, a specific channel (e.g. Instagram), Facebook Advertising, or in Content Marketing. This may also include certifications to strengthen the brand and solidify best practice.

### 4. Assuming a social media/content marketing manager role

achievable by setting a prime example to colleagues through project management and the execution of highly skilled work. A social media/content marketing manager would act take on a larger portion of the campaign strategy, and adopt project/client/team management duties. You would take an active role in all of our processes and work with the teams to support the directors in executing our operations.

*The listed examples above are for illustrative purposes within this job description only and do not replace personal and company objectives tracked within your own PDP. You will receive your own tailored objectives after commencing the role.*

## Company Operational Standards

Responsible for your own day-to-day time management, you will be expected to plan your diary in advance to allow your allocated work to be completed on time.

### Monthly

1. Plan tasks in keeping with your calendar to ensure your work is correctly allocated, prioritised & visible
2. Attend a regular one-to-one to track the progress of your performance, personal goals and career goals against your PDP document.
3. Consistently maintain your Training Record to reflect all training and R&D supportive of your personal & career goals. Training Records and Manuals are to be presented in PDPs.
4. R&D – appropriately schedule ‘research and development’ time to maintain your own skills, best practice and observe industry trends.

### Weekly

1. Toward the end of each week, you should be looking at the week ahead to ensure that your Google Calendar is fully up-to-date where possible to provide visibility to others and planning for yourself. A week’s calendar planning should be visible at all times.
2. Provide all clients (that you are leading) with consistent weekly updates relating to work completed against milestones, items needed from clients and general progress.
3. Send a brief report to your line manager at the start of the week sharing: performance summary, notable work, areas where you need support & any items you need.

### Daily

1. Maintain an accurate, daily account of your completed work and activity on Google Calendar.
2. TeamWork Projects – use our project management system to maintain an accurate account of progress for each task/project worked on to ensure they accurately reflect progress. Leaving commentary on tasks as they are progressed/completed.
3. Storage & Filing – all client assets and files must be accurately stored within the Google File Stream folder structure to ensure they are accessible to the Wyze team at all times
4. Raise any critical concerns or issues directly with your Line Manager as they happen
5. Maintain adherence to all company policies around Data Management and Security
6. Ensure all development work is fully backed-up before and after a period of work