

SOCIAL MEDIA AND CONTENT MARKETING SPECIALIST

Salary: Competitive, dependent on experience – Starting salary of 24K-30K per annum with the opportunity to progress.

Contract terms: Full-time, permanent

Location: Liverpool Innovation Park, Edge Lane, Liverpool

Benefits: 23 days holiday plus bank holidays, Pension Contribution, Company Bonus.

The Role:

We require a social media and content specialist with their finger on the pulse for all that is new in the art of digital, social and content marketing. You will be required to work on specific client projects as the management of Zut's social media channels.

You will be a proficient in social copywriting, identifying/sourcing visual imagery, linking to broader stories and campaigns.

You will work with Zut's wider team, a wealth of creative and production talent, on creative concepting and content production for both Zut's and our clients channels.

Responsibilities:

- Defining social media and content strategies and setting goals to increase brand awareness, engagement, leads and sales
- Delivering creative and engaging messaging across a variety of social channels
- Working collaboratively with our creative team to create or source engaging multimedia
- Managing and monitoring social media channels in-house and for a wide range of clients
- Effective reporting and performance tracking through analytics
- Providing actionable recommendations on performance reports and insights generated, to help inform and optimise strategy across all channels, including Paid Social
- Liaising with the production and creative teams
- Keeping up with social media trends

Experience and skills

Essential

- Proven previous experience in a similar position, B2B and B2C (minimum 2-3 years)
- Knowledge of all social media channels (Facebook, Twitter, Instagram, LinkedIn, YouTube, Snapchat, TikTok...)
- Knowledge of social media management and scheduling tools and reporting tools
- Experience of paid social campaigns
- Understanding of audiences and what makes engaging content
- Ability to work collaboratively with all team members
- Ability to manage multiple projects at a time, calmly and efficiently and meet deadlines
- A high level of attention to detail
- Positive can-do attitude and ability to use initiative
- Ability to take and follow direction, while also having an input
- Excellent written communication skills

Desirable

- Experience working in the sports sector
- Experience working in fashion sector
- Experience working in tourism sector
- A degree in a relevant field

Application deadline:

Friday 22nd January

Start date: early 2021

Application process:

Please send your CV and covering letter (no more than one page) to jobs@zutmedia.com with the position title in the subject of your email.