

Job Description: Social Media Executive

POST TITLE	Social Media Executive
ANNUAL SALARY	TBC
ANNUAL LEAVE	30 days + public holidays
CONTRACT	Permanent
WEEKLY HOURS	35
REPORTING TO	Marketing Manager

The Role

As the Social Media Executive your day to day activities will be split between looking after IHL's social media as well as its digital media. You will help ease the Sales Team's work load by focusing on digital branding duties as well as keeping on top of the company's social networks.

Responsibilities

- Contributing to the social media and overall digital marketing strategy for IH London.
- Social media: managing all of the social media sites for the company including Facebook, Twitter, the IHL Blog, Instagram and LinkedIn
- Assisting in creating a joined-up strategy for communications via social media with the Marketing Manager
- The collation of news content for the various platforms
- Take ownership of our Google Analytics and PPC campaigns. (Reporting)Using Google Analytics to report on social media statistics
- Reporting on social media statistics
- Liaising with the sales team and other departments in order to identify newsworthy items for dissemination on the various platforms
- Work closely with Sales Executives and other staff groups to support campaigns and initiatives
- To identify industry related news and disseminate it through appropriate channels
- Attendance at internal and external industry events as required

Qualifications

Essential	Desirable
A degree (preferably in a relevant subject)	CPD or evidence of continued investment in training and development

Skills and Experience

Essential	Desirable
<p>Strong online writing and editing skills, including good knowledge of SEO, accessibility and usability</p> <p>Creating appealing and relevant visual and written content for social media platforms</p> <p>Used to working with tone of voice, brand and house style documents</p> <p>Used to sourcing, images and image editing software</p> <p>Experience of delivering effective social media campaigns in a work context</p> <p>Experience of understanding and reporting on statistics derived from campaigns.</p> <p>Experience of creating and managing communications via software such as Mailchimp.</p> <p>Good knowledge of Google Analytics, particularly management of PPC campaigns.</p>	<p>Experience of range of content management systems (Umbraco would be helpful but not essential)</p> <p>Any international experience would be an advantage.</p>

Essential	Desirable
<p>Social Media and Email Marketing</p> <p>Experience of planning, drafting and segmenting email marketing campaigns.</p> <p>Experience of tracking and reporting on email campaign results – ideally using Mailchimp or similar software.</p> <p>Relevant IT / software skills which allow us to produce good looking visuals and email texts for broadcast.</p>	<p>Experience of writing for blogs</p> <p>Knowledge and skills in collecting data from which to build mailing databases, including relevant software packages.</p>
<p>Other</p> <p>Excellent written and spoken communication skills</p> <p>Excellent team working and coordination skills</p> <p>Excellent organisational and personal administration skills</p> <p>Ability to prioritise tasks and work within tight deadlines</p> <p>An understanding of business objectives</p> <p>Good project management skills</p> <p>Strong and confident communicator</p> <p>Innovative and creative individual</p> <p>Excellent written English</p> <p>An eye for detail</p> <p>A passion for new media technologies</p>	

Please send your CV and a covering letter to hr@ihlondon.com by Friday 12th February. **In your covering letter you should describe how you meet the requirements of the role** - this is an important part of the application process.