

ROLE PROFILE
<p>Role title: Content, Community and Social Media Manager                      Supported by: CEO, Creative Director and Planning Manager                      Supporting: Social Media and Content creation teams</p>

ESSENTIAL DUTIES AND JOB RESPONSIBILITIES
<p>This role is an all-encompassing and hands on role within our comms, content and community space, which will involve:</p> <ul style="list-style-type: none"> <li>- Assisting with producing and executing communications &amp; content strategies that leverage our key social platforms, influencers and digital comms and marketing (including website and email);</li> <li>- Developing and managing content calendars and activation frequency;</li> <li>- Reporting and analysing data, feeding back on key metrics and giving insights and recommendations to the business based on these metrics;</li> <li>- Critically analysing the performance of campaigns, identifying opportunities to optimise, facilitating changes to hit and exceed expectations;</li> <li>- Project managing activity and processes required to run and create campaigns;</li> <li>- Maintaining an in depth understanding of trends, the fashion and social landscape and the digital marketplace to ensure delivery of best-in-class campaigns;</li> <li>- Collaborating with paid marketing team to create content for campaigns and tests;</li> <li>- Being responsible for the effective delivery of projects, on time and on budget, while sharing visibility of progress;</li> <li>- The ability to ‘do’ all aspects of a social and digital role (for example writing copy, posting , participating at shoots and communicating with brand ambassadors and influencers) as well as to guide and elevate other team members.</li> </ul>

PRINCIPAL SKILLS, KNOWLEDGE, AND PERSONAL ATTRIBUTES REQUIRED
<p>The ideal candidate will have:</p> <ul style="list-style-type: none"> <li>- Expertise in all areas of delivery: Social management, influencer marketing, community management, creative briefing, content management and reporting;</li> <li>- An in-depth knowledge of Instagram, FB, Pinterest and Tiktok and Twitter;</li> <li>- Proven experience of creating and/or executing strategies, recognising opportunities for unique and successful content, and generating new ideas that utilise video, animation, podcasts and of course photography;</li> <li>- Experience of working with influencers;</li> <li>- A confident and articulate manner, with the ability to voice and share ideas and opinions;</li> <li>- Ability to collaborate with other departments including Design, Planning, Marketing, with the wider business and with Agencies;</li> <li>- Experience of or ability to adapt to our key tools: Dash Hudson or other social listening tools, planoly, indesign, photoshop, premier pro or other video editing software.</li> </ul> <p>And will:</p> <ul style="list-style-type: none"> <li>- Take learnings from performance and adapt strategies for constant improvement;</li> <li>- Have strong communication skills both verbally and in writing;</li> <li>- Combine creativity with high attention to detail;</li> <li>- Be able to work in a high pressure, fast paced environment;</li> <li>- Be a problem solver who is proactive, driven and ultra-organised;</li> <li>- Be a great team player and relationship builder;</li> <li>- Be punctual and willing to work hours as required on-location to ensure successful delivery of projects.</li> </ul>

**WORKING AT SOPHIA WEBSTER**

We have set a high bar to create the current Sophia Webster team. We are looking for talented, hardworking and capable people with the right values, who want to do their best work with us. We are happy to share our employer manifesto with you should we invite you to interview.

We offer in return:

- Great learning opportunities;
- Strong career progression;
- Flexible working;
- Fair and competitive salaries;
- Generous product allowance;
- 25 days holiday plus bank holidays.

Agency?

Please note that we have our own in-house recruitment marketing and search functions and will not accept any third party CV's/Applications from anyone unless invited to do so.