

JOB DESCRIPTION

Job Title	Social Media Executive
Contract	Permanent
Division	FI Real Estate Management
Location	Head Office, Canal Mill, Chorley, PR6 9AF
Reporting to:	Head of Marketing
Liaison with:	Various departments, stakeholders and affiliates

Role Overview

Our marketing team is looking for an enthusiastic and young individual to join our team as a Social Media Executive.

As a Social Media Executive, you will be responsible for maintaining and growing the group's company's social media accounts. You will also be responsible for creating captivating content for all social media pages. Monitoring user engagement and analyzing feedback. Reporting will be required on a monthly basis.

Key Duties and Responsibilities

- Create content for our various different brands across the property industry
- Contribute and help build social media strategies that foster growth and increases brand awareness
- Finding new channels and tactics for the business to use to achieve our business goals
- Coordinating with the wider team to create campaigns and discuss ideas.
- Managing social media platforms for the group's companies.
- Scheduling social media posts.
- Engaging followers and influencers with regular company updates.
- Creating brand awareness to gain audience attention.
- Responding to the comments on social media on time.
- Monitoring social media metrics and ROI.
- Preparing social media engagement and activities reports.
- Optimizing social media content effectively.
- Coordinating with the wider team to create campaigns and discuss ideas.
- Staying up to date with the latest social media advertising efforts and goals.
- Monitoring competitors

Competencies

- Previous experience and success within a similar Social Media Executive role, managing the social media accounts for multiple brands at the same time.
- Experience using multiple CMS platforms: HubSpot, TYPO3, Wordpress.
- A self-starter who can come up with ideas for campaigns.
- An understanding of SEO optimisation.
- Knowledge of research requirements for social media strategy.
- Experience using social media scheduling platforms.
- Excellent ability to manage multiple projects and prioritize them.
- In-depth understanding of various social media platforms and their algorithm changes.
- Strong analytical ability and experience to work with a variety of data sources.
- Strong reporting skills.
- Ability to communicate effectively with the wider team.
- Excellent attention to detail and impeccable proof-reading skills.
- Well organised and self-motivated.
- Ability to operate effectively under pressure and to tight deadlines.
- Personable, presentable and articulate.
- Confident and outgoing personality.
- Effective project management skills.
- Team player who is also able to work on their own initiative.
- Excellent communication, planning, and organisation skills.
- 'Can do' attitude.
- Property experience an advantage.

Occasional solo travelling will be required and overnight stays will be expected when attending shows and events over a course of days or some distance from home.

The above is not an exhaustive list of duties and you will be expected to perform different tasks as necessitated by your changing role within the organisation and the overall business objectives of the organisation.