

Head of Social Media

CAN YOU CREATE A GLOBAL BUZZ FOR OUR BRAND?

Location: Costock, near Loughborough, Leicestershire

Hours: Full Time

Champions (UK) Plc is one of the UK's leading award-winning brand agencies, boasting an enviable portfolio of clients, regionally, nationally and internationally.

A family-owned business with traditional family values, Champions has grown over the past 15 years and has evolved significantly.

Proudly, we continue to invest in our staff and new technology, to ensure we are at the cutting edge of providing our clients with the most up to date services that achieve their desired results.

Today, with over 110 highly-skilled staff and still expanding, Champions' continued success is creating additional and exciting employment opportunities.

We require an experienced Head of Social Media with the ability to harness that potential by shaping complex campaigns that punch above their weight and build brand awareness.

With a data-driven mindset, you'll be a dab hand at Google Analytics and you'll know the difference between impressions and impressionists.

You'll be full of ideas and you won't be afraid to run with them, building campaigns from the ground up. There's tremendous scope for creativity in the role but it's vital that you're a real team player who understands the broad spectrum of multi-channel marketing.

You'll be working with various clients, and from all manner of sectors, so you'll be playing to different audiences all the time. The strategies you devise and roll out will be measured against a range of predetermined KPIs.

Responsibilities

- Daily management of the Social Media team
- Creation of business proposals and campaign strategies
- Developing targeted content topics
- Managing the content creation process
- Curating all published content (images, video and written)
- Actively listening to the social world, cultivating sales and leads in a proactive manner
- Continuous development and expansion of influencer / community efforts
- Taking a lead on all social media graphic designs
- Designing, creating and managing promotions and social ad campaigns
- Identifying new sources of untapped revenue
- Encouraging customers to leave online reviews and reacting to each one
- Analysing key metrics and evolving strategies
- Compiling reports for management showing ROI

Experience, Qualifications and Skills Required

- Must have 5+ years' agency experience working on high profile branding campaigns and a solid understanding of SEO
- A genuine passion for visual storytelling
- An understanding of the landing page experience and user journey after social media
- Facebook, Twitter and Instagram marketing techniques
- Social media advertising and campaign management experience
- Quantifiable, proven results from previous social media campaigns
- Superb grasp of the English language
- Highly developed analytical skills
- Experience creating viral social campaigns
- Impeccable attention to detail with the ability to spot gaps in content marketing strategies
- Proactive and professional attitude to work and continuous professional development
- Well organised with a 'can do' attitude and able to work in a fast-paced environment
- Experience with a variety of sectors, both B2C and B2B
- Photoshop and Indesign proficiency, with a keen eye for visual social graphics
- An understanding of the current multi-channel marketing landscape

Please send your current CV and a covering letter outlining your experience, achievements and successes in your employment to date, with convincing reasons why you are the ideal person for this role as well as your current salary.

Please send to careers@championsukplc.com by Tuesday 30th April 2019