

Head of Social

Dewynters is a full-service Advertising/Marketing and Creative agency. Our clients' world-class brands bring people together – at the theatre, concerts, exhibitions, and sporting events. After a year like no other, we are rising to the challenge of reconnecting audiences to the bursting world of live entertainment.

Our campaigns entertain and engage ticket buyers through innovative, data-driven creative storytelling and this is your perfect chance to expand your horizons and play an important role in shaping the future marketing of some of the best live entertainment brands in the world.

The Role

- This is a challenging and exciting opportunity for an experienced Social Media professional to head up the agency's Social Media team.
- You will lead on directing our live entertainment clients Social Media marketing strategy, developing innovative and effective creative campaigns.
- Your role will be evangelical in its nature, consulting with clients to help them achieve their goals, and presenting clear and concise narratives driven by creativity and data.
- You will use your expert understanding of the social media landscape to lead the strategic development of multiple live entertainment products social platforms, content ideation and community management.
- Working with our in-house content delivery team, you will lead on content creation and curation for clients' social media, including managing editorial calendars, writing content, and guiding the development of visuals and other creative assets on social platforms
- You will be tasked with ensuring that our platform set ups are robust, analysing data and sharing business outcomes and insights with clients and internal stakeholders.
- You will lead on the analysis of social analytics and set and report on provable ROI of the campaigns you create.
- You will work closely with the Director of Media and Digital Strategy Director to input into Paid Social strategy, creating, recommending, and advising on creative and content direction.

About You

- You bring accomplished social media marketing & strategy experience to the table, ideally gained in an agency or a fast-moving brand environment.
- You have a proven track record of creative ideation, with a portfolio of campaign successes.
- Service-industry-suited: ready to pick up and develop this client leadership role.
- Expert knowledge of social marketing ecosystems, covering strategy, channels, and platforms.
- Client facing lead experience.
- Experience of managing individuals and building and developing teams.
- You can articulate the role and benefits of social media marketing and how this relates to wider media strategy.
- Excellent knowledge of emerging trends in your field, and able to communicate this effectively to both specialists and non-specialists.
- You have a thorough understanding of campaign implementation and experience of managing the process from end to end.
- You have a full understanding of reporting metrics and how to work with data visualisation solutions and all major social media tools.

Personal Skills

- You are an inspiring leader or future leader who motivates and excites colleagues and clients alike.
- You are an outstanding verbal communicator.
- You are a natural creative, brimming with ideas and enthusiasm.
- You are confident and resourceful - you will have autonomy over the area of business you work in, but the pressure to perform will reflect this.
- You must be a team player, with the ability to work under pressure and to strict deadlines, in a busy and constantly changing environment.

What can we offer you?

On top of salary, we offer the following benefits:

- 20 days holiday rising to 25 days holiday
- Flexible / Hybrid working
- Company pension scheme
- Private health insurance
- Enhanced Maternity and Paternity package
- Life Assurance
- Season ticket Loan
- Cycle2Work Scheme
- Complimentary theatre/entertainment tickets