

## Social Media Manager

Our clients' world-class brands bring people together – at the theatre, concerts, exhibitions, and sporting events. After a year like no other, we are expanding our media team to help us reconnect 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 the future of the entertainment industry.

## Key Responsibilities

### **Content and Organic Management**

- You will create and manage groundbreaking social content campaigns for a variety of live events with a focus on West End/UK/International theatrical productions.
- You will collaborate with the social and content team to deliver exciting and creative campaign strategies.
- You will proactively seek and develop storylines within your Social Media campaigns, providing our clients with collaborative, exciting and mindful content.
- You will be responsible for the daily upkeep of audience engagement across all channels and act as a spokesperson for beloved international entertainment brands.
- You will create content calendars, post daily content across all key platforms and engage regularly with fans.

### **Paid Social**

- You will run paid social campaigns across Facebook, Instagram, and other major platforms.
- You will create ad copy, optimise campaigns and report on performance.
- You will have autonomy across your own client base, bringing your expertise and experience to the planning, strategy and implementation of highly engaging, best-in-market campaigns that return quality engagement and ticket sales.

## About You

- You will have proven Social media campaign experience.
- You know social inside out and are a self-confessed social media nerd.
- You are brilliant at the development of big ideas and a keen creator of content.
- You can develop, create, and skillfully manage multiple tones of voice across social media platforms.
- You will be experienced at presenting your work to clients and building collaborative relationships.
- You have activated and managed paid social advertising, particularly on Facebook and Instagram.
- You have a clear understanding of paid social's role in the media mix and its importance as a performance media channel.
- You understand how to set KPI's and use metrics to report, optimise and deliver business outcomes to clients.
- You have outstanding interpersonal, verbal, and written communication skills.
- You show meticulous attention to detail with all administrative tasks and comfortable in managing own workload.
- You have a pro-active 'go-getter' attitude.
- You value working in a great team and can keep your cool and sense of humour under pressure.

## What can we offer you?

We offer a whole array of benefits including:

- 20 days holiday rising to 25 days holiday
- Flexible working
- Private health insurance
- Career development and training opportunities

- Enhanced Maternity and Paternity package
- Life Assurance
- Season ticket Loan
- Cycle2Work Scheme
- Complimentary theatre/entertainment tickets