

## \_ Job Description

# Social Media Specialist

StrategiQ

Last Updated on 30 Aug 2023

### **Suffolk**

Unit 16, Brightwell Barns,  
Ipswich Road, Brightwell,  
Suffolk IP10 0BJ

### **London**

Unit 4.01 Soho Works,  
Tea Building, 56 Shoreditch High St,  
London, E1 6JJ

### **Midlands**

Office 8, 1 Mill St,  
Leamington Spa  
Warwickshire, CV31 1ES

[strategiq.co](https://strategiq.co)

# Introduction

## Formal Job Title

Social Media Specialist

## Place of Work

Your base will be our Manchester office. We have a hybrid working policy with additional offices in Shoreditch London, Ipswich and Leamington Spa.

## Type

Full Time, Permanent

## Line Specialist

Head of Content & Social Media

StrategiQ is an award-winning digital marketing agency and strategic partners for ambitious brands. We design our client's strategic roadmap and create the ideas that deliver results and drive growth. Founded in 2013, StrategiQ is a team of 55+ experts across our three studios in Suffolk, London and the Midlands. Every member of our team has a specialism, but they're all marketers.

## **\_ Our mission is to be the strategic difference**

Welcome to the world of us. It's a pretty special place to be. Full of exceptional experts. Good people and big energy. We're not here to tick boxes. We're here to be the destination agency for clients and the critical factor in their success. Helping shape their trajectory through expert insights and skilled execution.

**Shoulder-to-shoulder, getting there together.**

## **\_ Our Values**

- **Courageous** - Always doing what's right, not what's easy.
- **Truthful** - Being honest. Being resilient. Being authentic.
- **Knowledgeable** - Industry experts, pursuing the master of our craft.
- **Limitless** - Challenging norms through infinite thinking.

## \_ Role Introduction

As Social Media Specialist within StrategiQ's Social Media team, you'll play a vital role in pushing our service line forward - both by ensuring all existing client strategies are delivered to the highest standard and by helping structure and deliver pitches to win new business.

You'll work directly alongside and support the Head of Content & Social Media by monitoring day-to-day execution of client strategies to check that each project has a robust and considered social strategy underpinned by clear aims, KPIs and a tactical delivery plan to hit objectives. You'll be the project manager for multiple client projects, across a range of industries and social channels, and be required to self-sufficiently manage your time as priorities and deliverables change. Within your projects, you'll have visibility of the profitability of client projects and be required to think commercially about how projects should best be delivered - on budget and on time.

As part of the pitch team for many new projects, you'll contribute to identifying new business opportunities for the department, leading chemistry meetings, compiling pitch decks and winning new work. You will be a go-to individual in the social media industry with a known personal brand, due to your online content sharing as well as public speaking at relevant conferences and events.

As a senior member of the service line, you'll take a lead in mentoring and developing our Social Media Executives by overseeing their output and keeping team members accountable to our high-quality 'First Time Right' approach. You will research and analyse industry trends and publications daily; distilling key information to the Social Media team in order to foster an ethos of continual research and an up-to-date working knowledge of social disciplines and trends.

By embodying StrategiQ's values through and through, your role will fly the flag for the importance of social media in our clients' marketing mix and ensure that the wider marketing team benefits from your growth-focused and limitless attitude.

## \_ Responsibilities & Required Skills

- **Hands-on delivery** - You will design and implement world-class strategies for our client accounts, and work with the Social Media Executives on day-to-day delivery. You will also be responsible for tasks such as campaign set up/creation, optimisation of messaging/TOV/creative (test & learn approach), audit work, & consulting.
- **New business and pitching** - Alongside working on tenders and pitches for new business, you actively identify and present growth opportunities with existing clients for the department - helping to lead chemistry meetings, compile pitch decks and win new work. You advocate for the Social Media service line through events, conferences, podcasts, interviews and online content sharing as part of your personal brand.
- **Performance-driven** - You will appraise the performance of social across all of our clients and proactively make recommendations and strategy pivots to the team in order to achieve the best results for our clients.

- **Reporting** - You'll contribute to key project reports and strategy renewals to demonstrate campaign successes and learnings to our clients, and use this reporting to ensure client targets are met and surpassed.
- **Commercially-minded** - You have an understanding of profitability on client projects and use this knowledge when working with the social media team to deliver projects on budget and on time.
- **Quality assurance** - You make sure that all work that's put in front of clients and internal stakeholders meets the expected high quality standard.
- **Training and mentoring** - You will support Social Media Executives with their training and guide them to deliver high-quality outputs for clients.
- **Collaboration** - Ensure that all social media activity for our clients complements and is consistent with marketing activity across other service lines, such as Content & PR, Email Marketing and Paid Media.
- **A well-rounded, mature approach to social media** - Creating the best social media content needs an eye for both creativity and data, as you'll be required to think of innovative ideas for our clients through leaning on analytical insights and audience psychology to see what's working best.
- **Up-to-date knowledge** - Obsessed with your craft, you know that social media changes daily and therefore regularly absorb and teach the latest trends, news and tactics to share best practice and campaign examples with our clients and wider marketing team. You have expert knowledge of how each platform works and their role in the marketing mix.
- **Independent and proactive project management** - Able to work on multiple client accounts at any given time and accurately prioritise and manage your workload and deadlines, whilst supporting the Head of Content and Social Media on a variety of fast-moving tasks and projects.
- **Communication** - Must be able to articulately and enthusiastically lead internal and external client meetings, with the aim to deliver the best client experience, keep project teams accountable and upsell clients onto new and best practice ways of thinking.

## **\_ Experience we'd love to see**

- Established industry reputation, network and thought leadership outside of our agency. Experience speaking at industry events or conferences would be desirable.
- Proactive nature and ability to execute social media campaigns and content creation to a 'First Time Right' high standard, and mentor other team members to do the same.
- A master communicator, with experience training and mentoring junior team members.
- Knowledge of and experience using tools like Planable, Canva, Kapwing, Google Analytics and Looker Studio.

- Experience in a sales environment and the ability to identify the services a business needs to buy in order to solve a problem.
- Commercially minded, with high attention to detail and ability to self-organise time across multiple projects, delivering 'on budget and on time'.

### \_Typical week

- **50%** - Hands-on social media delivery
- **20%** - Client strategies, audits, pitches and reports
- **20%** - Training, mentoring and R&D initiatives
- **10%** - Client communication, internal collaboration & admin

### \_Role Metrics

- **100%** of tasks completed
- **100%** of tasks completed on time
- **100%** overall utilisation each week
- **100%** of clients/accounts exceeding KPI targets for social media service line
- **80%+** NPS results across all clients for content & PR service line
- **70%** time spent on client work ("Billable Utilisation")
- **£3,000** worth of quality opportunities raised per month

### \_Benefits

- 30 days annual leave
- Yearly loyalty bonus
- Individual performance bonuses
- £1000 conference and training budget every year
- Life assurance and critical illness cover
- Everyday health care cover
- Enhanced sick pay
- Hybrid working
- Volunteering leave and salary sacrifice for extra holiday
- Regular social events
- Gym membership (Suffolk office only)