

Senior Social Media Manager

StrategiQ

About us

StrategiQ is a team of award-winning, value-creation specialists, spanning every brand and marketing discipline. We empower business leaders and marketing to thrive in the face of change. We integrate excellence into organisations transformation journeys to create New Future Value. We do this through tailored programmes of work that optimise, accelerate and innovate marketing activities.

Working at StrategiQ means joining a group of passionate, dedicated and visionary people; a melting-pot of personalities, skill sets and specialisms.

We are

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.

How this role makes a difference at StrategiQ

As Senior Social Media Manager within StrategiQ's Social Media team, you'll play a vital role in the delivery and growth of our social media services to clients. Obsessed with your craft, you'll ensure our existing client strategies are delivered to the highest standard and help shape and deliver pitches to win new business.

You'll work directly with the Head of Social Media, other heads of departments and their teams and our Client Managers and Client Directors. You'll be the owner of multiple social media client projects across different industries and social channels and you'll get involved in pitching for new and existing clients - so bringing a clear and thoughtful perspective and understanding the latest trends will be essential to your success.

Whatever you're doing you'll help build the knowledge and skills of those around you, whether that's with other members of the social media team, our clients or the wider team at StrategiQ. With you in the team we'll fly the flag for the importance of social media in our clients' marketing mix.

Skills & experience we want you to bring and develop

Technical skills and experience

Social media strategy and delivery - designing and implementing world-class strategies for our clients that bring creativity whilst being grounded in data	Essential
Platform knowledge - deep working knowledge of social media channels and tools relevant for managing and running social media campaigns	Essential
Reporting - able to communicate clearly in understandable reports and metrics that add value and confidently communicate our impact to clients in an engaging way	Essential
Commerciality - strong financial acumen, understanding of the agency model and account financial management best practices	Essential
Pitching - experienced at pitching and winning work and participating in pitch teams as social media expert	Essential
Reputation - an established industry reputation, a strong personal brand, your own network and you'll be regularly sharing a clear point of view on social media outside of your role	Desirable
Public speaking - experience speaking at industry events or conferences	Desirable

Power skills and experience

Collaboration and teamwork - confident leading with clients and internal teams to support high-performance and delivery of the best work	Essential
Relationship building - able to build confidence with others, engage people and persuade	Essential
Time management - expert plate spinner able to manage different parts of the role and sometimes conflicting priorities, and keep the right people briefed to make sure we keep our commitments	Essential
Communication - active listener and confident communicator. Able to present ideas clearly, gain the confidence of others, engage people, build relationships and influence at all levels including with our most senior clients	Essential
Curiosity - asking questions, challenging opinions, seeking knowledge and opportunities to learn and understand more	Essential
Problem solving - able to spot potential problems, evaluate and action solutions with confidence or seek input from others when you know it's needed	Essential
Resilience - able to reflect on and recover quickly from difficulties, able to reframe challenge and learn from experiences	Essential
Attention to detail - producing work to the highest standard of accuracy and	Essential

presentation	
Inspiring - able to engage clients and internal teams, and develop the skills of those around you	Essential

What you'll be responsible & accountable for

- Responsible for hands on delivery; drawing on the latest opportunities with social media and bringing original thinking, innovative ideas, best practice and results to clients
- Responsible for pitching and winning work with existing and new clients. Identifying opportunities, building relationships in chemistry meetings, writing proposals and pitch decks, and advocating for the social media service line internally and to the wider industry
- Responsible for evaluating and improving the performance of social across your clients, proactively making recommendations and adjusting our approach to deliver the high-performance for our clients
- Responsible for reporting on your work and supporting Client Directors or Client Managers to demonstrate the impact of our work, including at QBRs
- Responsible for delivering high-quality work that meets agreed budgets

When you're successful in this role

- You'll be bringing new insights, ideas and a fresh perspective on social media to the agency, inspiring and exciting those outside the social media team about the value of social within the clients' marketing mix.
- You'll be designing and delivering social media campaigns that outperform expectations and engage our clients with the possibilities for their brand on social media.
- You'll be respected by clients who seek and listen to your perspective to inform their marketing strategies.
- Alongside other measures, your principal performance metrics will be:
 - ◆ Client feedback on your work
 - ◆ Performance of accounts you manage to the agreed campaign metrics
 - ◆ Financial performance of your accounts - work delivered profitably
 - ◆ Opportunities for revenue growth identified

Your typical week

- **50%** - hands on social media delivery
- **20%** - client strategy, audits, reporting and pitching
- **20%** - training, mentoring others and R&D

→ **10%** - client communication, internal collaboration and admin

A successful first 6 months with Strategiq

In 3 months you will have:

- Built great relationships with key peers around the agency; establishing your internal network and sharing the skills and knowledge that you bring to the team
- Grown your understanding of Strategiq, our service lines and our clients so that you can talk confidently about what we do and have a good understanding of the businesses for our key clients
- Delivered social media activity for clients successfully, shaping strategy, proposing work to clients and successfully delivering all aspects of the work

In 6 months you will have:

- Contributed across many clients and projects bringing valuable insights to shape and deliver social media strategy
- Successfully contributed to new business with existing or new clients, actively contributing ideas to shape the opportunity, meeting with clients and forming part of the pitch team