

SOCIAL MEDIA EXECUTIVE

Marketing | Bourne | Permanent

Overview

We are really excited to be looking for a dynamic and creative **Social Media Executive** to join our marketing team at our Bourne office. This role is central to developing and executing innovative social media strategies that will enhance our brand engagement, increase our online presence, and drive sales.

All About You

The ideal candidate will be passionate about social media and will have a natural flair for content creation. You will have a genuine passion and interest in digital trends and embrace opportunities to apply your creativity, innovation and skills. You will have experience in managing multiple social media platforms and be able to interpret and convey our inspirational and aspirational brand message to our audience. Strong teamwork is pivotal to this role as our Marketing Team work collaboratively across the business.

Key Responsibilities

- Plan, create, and manage engaging content across all our social media platforms (including Instagram, Facebook, TikTok, Pinterest, and LinkedIn), aligning with our brand voice and objectives.
- Monitor, analyse, and report on performance metrics, adjusting strategies to maximise effectiveness.
- Stay current with social media trends and technologies, incorporating them into strategies to engage our audience and promote our products.
- Engage with our community by responding to comments, messages, and reviews in a timely and positive manner.
- Collaborate with influencers and brand ambassadors to extend our reach and create authentic content.
- Work closely with the marketing team to ensure a cohesive brand message and to support promotional campaigns.
- Assist in the planning and execution of digital marketing campaigns, including email marketing and SEO, to drive traffic and sales.

Experience, Requirements & Attributes

- Proven experience in managing social media platforms for a brand, preferably in the home decor, lifestyle, or fashion industry.
- A creative eye for content creation, with strong writing and editing skills.
- Excellent understanding of social media analytics and the ability to interpret and act on data.
- Familiarity with social media management tools (e.g., Hootsuite, Buffer, Sprout Social).
- Ability to work independently and as part of a team.
- Managing multiple projects simultaneously under manageable but set deadlines.
- Strong interpersonal and communication skills.
- A team player with excellent interpersonal skills.
- A genuine interest in home decor and lifestyle
- The successful candidate must have Right to Work in the UK.

The Package

Salary will be dependent on experience and skills, complimented by our employee benefits package that supports our people's physical, mental and social wellbeing. We also offer a flexible hybrid working arrangement for this role.