

HELP SNEAK MAKE NEXT LEVEL SOCIAL CHANNELS.

Date

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Job Title

Head of Social

Sneak Energy Ltd.

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sneakenergy.com

Creative Director

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ABOUT SNEAK

Sneak Energy is a creative and dynamic brand, with a highly loyal and incredibly fanatical community of customers.

Built from gaming, cult film & TV, and general nerd culture Sneak has gone from 0 to 20m drinks sold in just 5 years - and we have no intention of slowing down. We're constantly innovating on flavour, bringing our customers one of the best tasting energy drinks on the market. We pride ourselves on our disruptive and viral approach to campaigns and creative, continually looking for new ways to entertain our customers (and ourselves).

THE ROLE

A normal job description would probably bang on about 'best in class' or being a 'self starter', but let's cut to the chase. We need a shit hot Head of Social to make our social channels the envy of the world (no pressure). Although we're a brand known for being innovative, creative and unexpected, it's fair to say that our social content has got a bit predictable. That's where you come in. You're a challenger that's not afraid to take a few risks, equal parts creatively fearless and commercially strategic. You've probably been frustrated by roles in more traditional brands or agencies and are looking for somewhere you can make a real difference.

The Head of Social will develop and lead a team that can create and implement highly sharable content that is creative, attention-grabbing, and entertaining, making our competitors look boring by comparison. They will also be responsible for developing strategies for our use of talent and influencers, ensuring we always stay genuinely exciting and interesting.

The ideal candidate will have a deep understanding of how to use social media to strategically build brands, create attention and turn our customers into fans. They will have developed highly creative social media marketing campaigns (preferably in the FMCG space) and will have demonstrated the ability to think big and implement innovative ideas while also moving at pace. They will have a thorough understanding of the capabilities of social media, and how to use those capabilities to elevate our day to day BAU social content, as well as amplify the hype around our limited edition product drops. It's no small task, but we want Sneak to become the most exciting brand on social.

The Head of Social will report directly into the Creative Director, working alongside our Head of Design and Creative Lead.

RESPONSIBILITIES

- Own the development of a comprehensive social media marketing plan, individual channel strategies and an influencer strategy.
- Lead and mentor a team of social media specialists, providing guidance, feedback, and support to help them excel in their roles.
- Stay up-to-date on the latest social media trends, tools, and best practices, and incorporate them into our strategies.
- Collaborate with other departments to integrate social media into overall marketing campaigns and initiatives.
- Analyse social media performance metrics and KPIs to measure the effectiveness of campaigns and optimize future strategies.
- Be a voice of innovation and experimentation in the business, constantly looking for new and exciting ways for Sneak to get attention.

OUR IDEAL CANDIDATE WOULD:

- Have 6+ years experience (ideally either in house at a retail brand, or at an agency with FMCG clients) with a strong track record of building social strategies for brands.
- Have a keen eye for talent, and experience in developing influencer strategies.
- Have an innovative and experimental creative mindset, and are not afraid to think beyond what is expected.
- Have a passion for social media, know what good looks like, and how to stand out.
- Have experience leading and motivating a small team, keeping them inspired and able to perform at their best.