



## **Social Media Executive at Mighty Social**

### **About the role**

As a Social Media Executive you will be part of a bright and friendly growing team. You will be responsible for ensuring the growth of your accounts and the execution of social campaigns whilst constantly looking for opportunities to improve performance. You will have a keen eye for social media content and have strong understanding of how to run organic and paid social media campaigns and be passionate about delivering strong ROI and brand awareness for clients.

You will be the main point of contact for your clients, so it is important that you establish a good relationship with them. Managing communication with all the campaign stakeholders will be key and your goal should be to always meet and exceed expectations. In order to deliver top-class service, a detailed understanding of campaign dynamics and of the clients' business will be needed.

Mighty Social is an Equal Opportunity Employer. We welcome everyone regardless of race, colour, religion, sex, sexual orientation, gender identity, national origin, or protected veteran status and disability.

### **The ideal candidate's skillset:**

#### **Client and campaign Management**

- Manage clients' expectations - agree on targets and forecasts and how to achieve them
- Deliver in depth analysis to understand performance beyond top line metrics with a view to secure more budget and propose new tests
- Assist in ensuring the agency delivers consistent quality across accounts
- Work on strategy and putting together organic social plans
- Implement best practices and contribute to team knowledge sharing
- Understands clients' business and the KPIs
- Contribute to putting together pitches for new clients in order to secure new business.
- Being able to produce eye catching and engaging social media copy is preferred but not essential
- You will have the proven ability to look at clients' assets and formulate engaging and social calendars and campaign plans that meet their KPIs

#### **Skills and Experience**

- 2+ year's experience and an in-depth knowledge of working on social campaigns across all platforms - Facebook, Instagram, Pinterest, LinkedIn, Twitter, TikTok and YouTube.
- Good communication skills; the ability to think on your feet, to be creative and to simplify complex issues for clients

- A passion for everything digital, with an active interest and understanding of digital and social media marketing industry trends
- Experience of working with B2C & B2C clients.
- Excellent attention to detail and ability to organise workload
- Strong analytical skills and a natural affinity for numbers; you must be able to analyse platform data, draw conclusions and develop actionable recommendations as needed
- Flexibility to deal with the demands of project deadlines and ever-changing platform functionality
- A self-starter with initiative and drive to succeed; the ability to manage your own workload and identify ways to improve things
- Degree or real life experience equivalent is desirable

### **What are the perks of working at this company?**

- Part of Next 15 Communications Group plc - they own about 15 companies involved with digital marketing, content creation, tech; we have access to the services of these agencies as well as opportunities to join forces when pitching so we can talk to very big and exciting brands such as Apple, Cisco, Google, Hasbro, Marriott, Microsoft, Sony, Telefónica Digital and YouTube (these are part of their portfolio already).
- Award winning company
- Birthday off – extra holiday day
- Flexible working hours
- 23 holiday days + 8 bank holiday days - holiday allowance increases by 1 day every year up to 25 days
- Performance-based bonus
- Company pension scheme
- Annual training budget
- Company nights out / team building activities
- Office located in London Bridge / Oxford Street – easy access to lots of commute options
- Annual salary reviews
- Team lunches