

LAITHWAITES

Position Title	Content & Social Media Executive (12 months fixed term maternity contract)
Reports To	Senior Content & Social Media Manager
Overall Job Purpose	<p>To manage and co-ordinate content production process and social media activity for LW, STWC, Averys and the LW's stores, primarily to focus on driving improvements in digital metrics, particularly SEO, conversion and acquisition.</p> <p>This role focuses on creating compelling brand content that delivers results.</p>
Key Responsibilities	<ul style="list-style-type: none">• Briefing and overseeing production of engaging multimedia content assets for digital channels to achieve brand and commercial objectives.• Manage reporting of content activity from relevant social media and online data• Support management of the content calendar and regular use of CMS to upload relevant content assets• Collaborate with other teams including digital marketing, the brand team, pr, buying, retail and customer service to ensure brand consistency• Manage all social media accounts, publishing and responding in a timely manner• Stay up-to-date with current technologies and trends in social media, design tools and applications• Work with teams globally in Australia, New Zealand, and US to share content, planning and performance for UK.• Ensure all assets comply with brand strategy and principles, acquiring approval when needed• Work effectively with internal and external media/filming and creative/production agencies to deliver content activity and keep up to speed on competitor brand activity and contextually relevant 'brand moments' adapting engagement strategies accordingly.

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Skills, Qualifications and Experience:	<ul style="list-style-type: none">• Experience of multi-media platforms, knowledge of relevant software packages, and a creative mindset for visual storytelling• Experience of managing a portfolio of work spanning design for digital channels, motion graphics, and video production• Experience in content management / social media• An understanding of digital accessibility requirements and of digital strategy and implementation
Personal Qualities and Skills	<ul style="list-style-type: none">• Excellent organisational skills and strong creative thinking• Developed performance skills and a confident speaker• Prepared to research and interview as part of preparations.• Ability to effectively manage multiple projects and changing priorities in a fast-paced environment.• The ability to take initiative and make quick decisions under pressure.• Teamworking skills.• Excellent communication (verbal & written) and influencing skills.• A creative eye, with a passion for continually improving content to achieve stand out and customer appeal.• A proven team player.• Results oriented, pro-active, and self-motivated work style.• Willingness to travel, host activities in various locations and work evening/weekends when required.
Reviewed	March 2023
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