

# DIRECT WINES

<b>Direct Wines Role Profile</b>	
<b>Position Title</b>	Social Media Manager
<b>Reports To</b>	Digital and Communications Director
<b>Overall Job Purpose</b>	<p>Here's an exciting opportunity to join the UK's largest online wine merchant, Laithwaite's Wine, and take our social-media presence to the next level.</p> <p>Based within our Digital &amp; Communications team and reporting to the department's Director.</p>
<b>Key Responsibilities</b>	<ul style="list-style-type: none"><li>• Defining and driving the social-media strategy in line with identified target audiences and the expertise and brand values for which Laithwaite's Wine wishes to be known</li><li>• Creating a content calendar that blends seasonality with activity supporting our fun product plus business-wide offers, product launches, wine events etc.</li><li>• Conceiving, writing and editing high-quality content in collaboration with our creative team of copywriters and designers</li><li>• Responding to contacts from our community of winemakers and happy customers (complaints are handled by a separate customer-service team)</li><li>• Working with clients across the business to support wider initiatives, including press releases and staff recruitment</li><li>• Regularly reporting on performance metrics with a test-and-learn approach, with particular attention paid to SEO value and converted new customers</li><li>• Being a voice and champion for social media across the business</li></ul>
<b>Qualifications</b>	<ul style="list-style-type: none"><li>• Educated to A Level (or equivalent) or above.</li></ul>
<b>Experience</b>	<ul style="list-style-type: none"><li>• Demonstrated understanding of best practice for all key social-media outlets (certainly LinkedIn, Facebook, Twitter, Instagram)</li><li>• Experience of digital marketing and the commercial applications of social media including analytics</li><li>• Writing (ideal copywriting) experience and a high degree of literacy</li></ul>

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<b>Personal Qualities and Skills</b>	<ul style="list-style-type: none"><li>• Confidence in liaising across different departments and with senior management</li><li>• An organised, scheduled approach to workflow management</li><li>• Ability to think beyond sales and look to engage existing and new customers through Social Media</li><li>• Creative</li></ul>
<b>Remuneration</b>	Competitive salary with an excellent benefits package.
<b>Reviewed</b>	Sept 18