

Social Media and Content Manager

Reports to: Head of Brand and Marketing

Job Type: Full-time, Permanent

Salary: £30,000 - £35,000 (DOE)

About the Role

The Social Media and Content Manager plays a key part in our partner communications and marketing strategy, alongside providing support to market Topodium Group and our services. The post holder will oversee all aspects of social media, community management and content development for a range of partners across the sports, health and leisure sectors.

We're looking for a talented, proactive and highly efficient individual with an ability to combine creativity and commerciality to increase the visibility and awareness of brands. You will be an expert in your field, have a passion for creating relevant and timely content alongside visual storytelling, and possess a social-first approach with exceptional copywriting skills. With your extensive knowledge of planning and application in both content marketing and organic social channels, you will lead strategies for Instagram, Facebook, TikTok, LinkedIn, YouTube and other channels.

The role will give you hands-on experience across UK national and international brands within both B2B and B2C. You will be supporting - and reporting directly to - the Head of Brand and Marketing to ensure positive client experiences, a seamless social media and content process, and be successful in driving sustainable growth for partners/clients.

Responsibilities Include

- Planning and implementation of social media and content strategies, campaigns and tactics for a variety of partners across various online channels
- Approval and sign off of social media content and planners
- Leading asset creation for paid and organic campaigns
- Managing relationships with online partners and influencers
- Reporting on partners, campaigns and activities against ROI/KPI goals, supplying performance metrics and contextual analysis
- Production of blogs, email content, articles, press releases and other communications
- Promoting products, services and content over social media, in a way that is consistent with brand guidelines and social media strategy
- Following social activity, liking, sharing and reaching out to our partners, ambassadors and affiliate brands
- Scheduling social media posts with our social content team
- Keeping on top of industry, sports and leisure events and ensuring the content is covered on socials, maximising reach and voice
- Interacting with clients and collaboratively developing social content plans
- Developing internal processes and best practices
- Contributing to partner pitches, proposals and partner presentations
- Acting as Partner Lead and Project Lead, successfully liaising with partners and building trust/rapport

Experience Requirements

- At least 4 years' experience in a similar role, with a proven track record of delivering successful social media campaigns (in-house or agency)
- Project/process management
- Exceptional copywriting skills
- Experienced in content development (blogs, articles, PR, external comms)
- WordPress
- Writing for SEO (on-page optimisation)
- Budget management
- Ability to analyse and improve results
- Excellent reporting skills. Tracking and web metrics (Google Analytics/GA4, Social Reporting, Content Reach)
- Team management experience preferable

Employee Benefits

- Flexible schedule
- Gym membership (Corporate)
- Discounted dining/lunch
- Free tea and coffee
- Starbucks on-site
- Free parking
- Company events
- Mentoring and training plans
- Casual dress

Personal Requirements

- Commutable distance to Topodium Group HQ (Basingstoke)
- Creating and maintaining partner/colleague relationships
- Strong communicator
- A great personality - more *us*, less *me*
- Hard working and tenacious
- Self motivated, positive time management and highly organised
- Comfortable working in a high-paced and agile environment
- Ability to work to tight deadlines and deliver results
- Ability to work both collaboratively and independently

Educational Requirements

Excellent written and spoken English

Contact Ryan Grimshaw, Head of Brand and Marketing: ryan@topodiumgroup.com

