

## Social Media Manager

Reports to: Head of Brand and Marketing

Job Type: Full-time, Permanent

Salary: £28,000 - £35,000 (DOE)

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### About the Role

An exciting opportunity to join a growing and thriving Agency with a specialism in the sports, health and fitness, and leisure industries. Topodium Group are looking for a Social Media Manager to play a key role in delivering effective social media management for a diverse variety of partners.

The role requires an ambitious, highly organised and talented social media marketer, who is on top of the latest social media trends, and able to plan, write and produce engaging social media copy and content for multiple channels and accounts. You will be crafting tailored communications and copy, alongside developing high-quality visual graphics and content, and working closely with Creative Designers and Social Media Execs where required. We're looking for someone who can bring new thinking and fresh ideas; someone who can use their up-to-date knowledge of the social media landscape to boost online presence and manage social media channels effectively.

You will be adept at creating monthly content plans and presenting these to partners, advising and recommending the best methods to deliver maximum customer and partner engagement. You will also be reporting on key social media metrics, liaising directly with partners to ensure account success. You will also create social engagement playbooks for campaigns, as well as develop tone of voice training and FAQs.

### Responsibilities Include

- Provide strategic guidance to partners on how to best utilise social media, advising on campaign engagement and day-to-day responses
- Develop and maintain campaign activation engagement playbooks, brand and TOV guidelines, processes and FAQs
- Review, monitor and report on analytics. Create routine reports based on engagement activity
- Keep in close contact with the partner and internal stakeholders, keeping them informed on key topics, themes and issues happening on social media
- Support and mentor existing team members
- Manage content planners, including writing social media posts and publishing content
- Liaise directly with partners to understand their goals, aspirations and to coordinate ad-hoc and planned scheduled content
- Ensure our team is constantly delivering the best social media approach and community engagement to the partner and its audience, writing responses to a high standard
- Keep up-to-date with new developments in partners' industries and best practice in social media community engagement

## Experience Requirements

- At least 4 years' experience in a similar role, with a proven track record of delivering successful social media management (in-house or agency)
- Previous experience in copywriting and editing social communications
- Business experience of a wide variety of social platforms and their audiences
- Sound knowledge of social media best practises for community engagement
- Exceptional creativity and storytelling ability with a passion for words
- Experience of creating and/or delivering client facing and internal reports
- Outstanding writing and proofreading skills with a strong accuracy and attention to detail
- Project/process management

## Employee Benefits

- Competitive salary
- Access to coding education platform
- 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)
- Effective relationship building skills, creating and maintaining positive partner/colleague relationships
- Strong communicator
- A great personality - more *us*, less *me*
- Hard working and tenacious
- Self motivated, exceptional 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
- Logical thinking with creative troubleshooting and problem-solving ability

## Educational Requirements

Excellent written and spoken English

Contact Ryan Grimshaw, Head of Brand and Marketing: [ryan@topodiumgroup.com](mailto:ryan@topodiumgroup.com)