

## **Social Media & Content Manager**

Kolab is an award-winning digital agency with ambitious growth targets. We work with clients across the financial, property, food and drink, arts and heritage, and destination marketing sectors, delivering exceptional UX, responsive design and development and social strategy and implementation.

We form part of the Ferrier Pearce Creative Group - a group of independent agencies, specialising in creative marketing and communications solutions based on industry insights, strategic thinking and a passion for what we do. We are based in central London with a development team in Opole, Poland.

We are looking for an enthusiastic, creative Social Media Manager to join our social and content delivery team and build on our award winning social media track record in social media and digital.

You will be passionate about social media and delivering great content and have a strong understanding of the industry landscape.

### **Main responsibilities:**

You will be responsible for the day-to-day management of our clients' social media channels and the ongoing development of our social offering. Day to day activities will vary according to your clients but will include:

- Strategy development including client workshops, content plans, tone of voice guidelines etc
- Hands on Community management including:
  - Planning content across all social channels
  - Stimulating conversation and responding to queries
  - Creating and sourcing content and assets
  - Reporting to clients on agreed KPIs and analytics analysis
- Account management of clients with a strong social media emphasis including regular account meetings, billing and identifying new opportunities
- Define and track KPIs across social media and digital content, as well as benchmark competitors, tying key digital metrics back to core business objectives
- Acting as the ambassador for our social offering, contributing to pitches and proposals and identifying new opportunities for existing clients
- Managing our audience listening tool, including research on potential clients for pitches, client and internal demos and identifying opportunities
- Managing Kolab's own social channels and website content and providing advice and guidelines to the rest of the group
- Promoting social and digital understanding and enthusiasm across the group



## **Experience and skills:**

- Up to date knowledge of all major social channels and industry best practice
- Experience running paid social campaigns
- Expert user of social media management tools such as Sprout Social, Crowdfire and design tools such as Adobe Photoshop or equivalent
- Creative individual with an eye for detail and strong written, verbal, and visual communication skills
- Excellent copywriting skills that you'll be expected to adapt across a range of brands with different approaches to tone of voice
- Collaborative, proactive and solutions orientated
- Initiative to drive change in a quickly evolving space
- Understanding of the value of analytics and ROI
- Passionate about social media, digital media, content marketing and storytelling
- Able to work to deadlines and prioritise and manage time across multiple projects in a fast-paced working environment - experience working in an agency or similar environment would be desirable
- Comfortable communicating with and presenting to clients
- Ability to understand clients' needs to form effective digital and social solutions as part of a broader customer experience

## **What we offer:**

A collaborative culture, the opportunity to have fun, and develop in a progressive company.

The ability to shape our social and digital capabilities.

A great location based in our London office in Hatton Garden.

On top of that you get to work with talented individuals from a wide range of disciplines such as UX, Creative, Branding and Development across the wider Ferrier Pearce Creative Group. You'll be mentally stretched and will be happy working in a fast paced environment.

We offer a generous benefits package, including pension, medical insurance, bonus scheme and flexible working. More information available on application.

Please contact [alex@kolabdigital.com](mailto:alex@kolabdigital.com) to find out more

