



Brave digital. Expertly done.

Social Media & Influencer Marketing Manager Job Description

Social Media



The home of **GREENLIGHT**

From flexi-time, on-site physiotherapy, 25 days' holiday entitlement, private medical insurance to ongoing training programmes and much more, we do our best to ensure everyone is able to work in a supportive, fun and engaging workspace that encourages growth and development.

WHAT
WE DO



Job specification

Title: Social Media & Influencer Marketing Manager

Job purpose

As the Social Media & Influencer Marketing Manager, you'll manage the creation of social media strategies, and the planning and execution of successful social media and influencer campaigns. Ultimately, you should be able to increase brand awareness and audience engagement across a range of social platforms, and be able to report on the effectiveness of your activity.

You should have excellent multitasking skills, a creative way of thinking, brand understanding, and be comfortable presenting ideas and results to both clients and internal teams.

You'll have previous experience in social media and influencer marketing and be comfortable leading your own projects. You'll need to be happy addressing current clients and prospects, and using social listening and analytics tools.

You'll work closely with the Creative, Content & Digital PR, Paid Media, and Data Science & Audience Insights departments, and report to the Director of Paid Media & Data Insights.

Role & responsibility

- Audience: Work alongside the Data Science & Audience Insights team and use our social listening tools to identify and build an understanding of our clients'/prospects' target audiences and trends
- Set clear objectives: Agree objectives for campaigns considering traffic, brand awareness, customer retention, online reputation, leads or sales as a starting point
- Social strategy: Work alongside the client's internal team, agency, or/and our Content & Digital PR team to define and manage the Social strategy. This may also include working alongside the Paid Media team when amplifying social campaigns.

- Campaign Analysis: Analyse the end of campaign performance, coming back to the campaign objectives and business goals, and identifying successes and areas for improvement
- Influencer marketing: Work with clients to define the right approach for influencers to meet the set objectives. Identify and liaise with relevant influencers, negotiating fair rates for content, and ensuring the relevant agreements are in place
- Project management skills: Effectively manage client campaigns, ensuring they're delivered on time, to a high standard; communicating with social influencers and platform partners (e.g. Vamp / Whalar etc) will be necessary, as well as internal communications, i.e. with the Creative, Content & Digital PR, and Paid Media teams
- New Business: Build responses to prospects' briefs, identifying areas for improvement and ideas for new activity and be able to present these in a compelling way to senior stakeholders
- Presentation and people skills: Strong presentation and speaking skills; ability to build and maintain relationships easily; ability to effectively communicate information and ideas in written and verbal format and build and maintain relationships; organised (you'll work on multiple projects at once), with high attention to detail; a proactive, can-do attitude

Qualification & skills requirements

- Proven work experience within social media
- Expertise in managing multiple social media platforms
- Ability to deliver creative content ideas
- Familiarity with online marketing strategies and channels
- Expertise with social listening and community management tools, e.g. BrandWatch, Pulsar, Sprout, etc.
- Paid social knowledge is beneficial, but not essential
- Ability to grasp future trends in digital technologies and act proactively
- Maintains excellent writing and language skills
- Excellent communication skills
- Multitasking and analytics skills
- Must have the right to work in the UK

Desired behaviours

- Proven experience in planning and managing social media and influencer campaigns and longer-term strategies
- Commercially and creatively minded
- Excellent communication skills and the ability to work well alone as well as with different departments across the business
- Process driven and demonstrate an ability to deliver in a timely manor
- Energetic, enthusiastic, proactive and driven
- A self-starter with respect for others' points of view

What you'll get

Our employees make us who we are, so to make sure we attract and retain the best and brightest brains in the industry, we offer an attractive benefits package. As well as all the usual perks you would expect from a leading agency (stylish office, tick! Pool table, tick! Friday beers, tick! daily breakfast and fruit, tick!), here are a few more benefits we think you might also like:

- **Agency bonus:** Rewarding you for over-delivering on revenue and contributing to new business
- **Flexi time:** Do your daily hours any time between 8h00-18h30
- **Above-stutory employer's pension contribution:** It matters, so we make sure it's done properly (4% contribution)
- **Private medical insurance:** To keep you fighting fit and give you and your family peace of mind
- **Life assurance and income protection:** We know it feels good to be covered, just in case
- **On-site physio:** Fortnightly visits from a highly skilled and qualified physiotherapist
- **Yoga classes:** Weekly hour-long sessions for the yogis among us
- **Mindfulness sessions:** To teach you stress-busting, headspace-increasing techniques



Manifesto

We're a company of committed and curious people.

A group of diverse and expert minds, who understand that brands need to delight and reward if they're going to earn the right to talk with people.

So, we refuse to get by on 'best practice'. We don't see the point in phrases like 'user needs'.

Instead, we get to what people actually want.

We work with people who also trust their instincts and are just as bold with their vision as we are. People who know that to get noticed, you have to be different.

For us, it's all about marrying data with creativity, backed by bulletproof technology. A blend of hard logic with the kind of ideas that hit you with crystal clarity in the middle of the night.

Not head *or* heart. Both.

Our values



If it doesn't feel right, we speak out.

We act on our curiosity,
and question things



The devil's in it.

So, we keep our eyes on it.

Brands we've worked with

The electronics specialist
maplin

ebay

 HarperCollins.

ghd
good hair day, every day

BrightHouse


new balance

 Electrolux

LAURA
ASHLEY

THE
BRITISH
HOME
STORE

 HURTIGRUTEN

BURTON
MENSWEAR
LONDON

MASTER of MALT
keeping you in fine spirits since 1985


HISCOX

Rapha.

SIEMENS

Currys 

頑度乾燥(しなさい)
Superdry.


MILLENNIUM
HOTEL



Carphone Warehouse

VICTORIA BECKHAM

FOOTAZIUM 

LIBERTY
LONDON

mbna

BBC

FURNITURE
Village

 **wex**
photographic


EURONICS


Legal &
General


32Red

Our story

Greenlight has lived and breathed digital since 2001, when we started as three people in an old North London print shop. Today, we're a full-service digital and commerce agency made up of 170 people, with a reputation for producing integrated, transformational strategies across the entire digital space.

We're still run by the very same people who set us up, and we're proud to be independent. It means we can move more quickly, boldly and effectively.

Our approach is data-led, and 100% audience focused, which allows us to solve problems in the most impactful and measurably effective way for our clients. Of course, all this would mean nothing without our incredible staff. Our teams are made up of some of the most skilled, passionate, and inquisitive minds in the industry. People who really care about making a difference, and who our clients genuinely enjoy working with.

It's this focus and passion that's seen us deliver innovative work for brands such as ghd, Dixons Carphone, Superdry, Furniture Village, and eBay in over 30 countries.

We're the people that grow our clients' business, by putting their customers first.

And with over 140 nominations and awards under our belts, we think we must be doing something right.