

# JOB DESCRIPTION

<b>Job Title</b>	<b>Social Media Manager</b>		
<b>Reports to</b>	<b>Head of Social Media</b>		
<b>Department</b>	<b>Marketing and Communications</b>		
<b>Job Family</b>	<b>Brand</b>	<b>Level</b>	<b>3</b>

## About the School

At London Business School, we strive to have a profound impact on the way the world does business and the way business impacts the world. Our departments work hard to ensure that we are continually delivering a world-class service, academic excellence and that our course offering maintains our place as a leading business school.

With thought-leading faculty and dynamic learning solutions, we empower both businesses and individuals by offering a transformational learning experience that will broaden their professional knowledge and global mindset. As well as offering postgraduate courses for the business leaders of the future, we run open and customised executive courses for professionals and corporate clients that help leaders identify the future focus and strategic direction of their businesses.

With London in our hearts, we draw from its status as a financial, entrepreneurial and cultural hub to attract a diverse range of students and faculty, creating an abundance of opportunities to network with industry experts and alumni worldwide.

## About the Department

The Marketing and Communications department is responsible for developing and delivering the School's marketing and communications strategy through a combination of corporate communications, brand, content and campaign management.

## Job purpose

As the Social Media Manager, you will lead the planning, creation and delivery of premium, social-first content across LinkedIn, Twitter, Facebook and Instagram.

This will entail working closely with our various marketing / communications teams (Degree Education, Executive Education, PR, events, brand) to help them articulate their needs, shape social briefs, understand social best practice and deliver their KPIs.

Content ideation and creation are the heart of this role – and you will be expected to create social post copy, as well as brief and manage creative inputs (design,

photography and video) to a consistently high standard that raises the bar in the higher / further education sector and beyond.

Strong working relationships are vital to success in this position. You will also support the Head of Social Media in evolving the School's social strategy and content output; manage the Social Media Executive (responsible for the content calendar, content scheduling / publishing and community management); collaborate closely with the paid social team; and work closely with teams within Marketing & Communications and across the School as a whole.

### Key responsibilities

- Content creation: copywriting, copy editing, producing creative briefs
- Content delivery: ensuring that social creative assets are produced on time and to the expected standard; are optimised for social channels and on-brand both in terms of creative execution and tone of voice
- Paid media: this role acts a 'bridge' between paid and owned social activity – it is pivotal in aligning the two through creative insight, content development and delivery
- Performance reporting: identifying, downloading and filtering the most appropriate data from native or other platforms and assisting the Head of Social in performance analysis, report narrative and learnings / recommendations for future activity
- Line management: managing the Social Media Executive, supporting his / her development through regular mentoring and the setting of personal objectives; ensuring that he / she is delivering best practice in terms of community management, content moderation, and nurturing appropriate relationships on our social channels
- Social trends: keeping up-to-date with social / digital media trends and ensuring that these are used – where appropriate – to inform our social practices and content outputs
- Meetings: attending all regular team, department and School meetings that are necessary in the effective planning and execution of our social media activities

### Candidate requirements

The role would suit someone with either agency or in-house social media management experience and requires an articulate and highly organised individual with creative flair, an eye for detail, and strong interpersonal skills.

- Proven track record of social media management in a brand, agency, educational, cultural, or not-for-profit environment
- Experience managing social media accounts / channels with diverse B2B / B2C audiences

- A deep understanding of key social media channels, the role they play in the marketing mix and the ways in which they are used – especially Facebook, Instagram, LinkedIn and Twitter
- A thorough working knowledge of paid social media and experience with Facebook Business Manager / Ads Manager, LinkedIn Campaign Manager and Twitter Ads
- A thorough working knowledge of social media analytics, for example Facebook Insights and LinkedIn Analytics
- Experience with a social media management platform such as Hootsuite, Buffer, Falcon or Sprout
- The ability to prioritise tasks, manage deadlines, adapt to changing priorities, and balance short-term needs with long-term strategies in a fast-paced environment
- A creative thinker who is prepared to challenge the norm
- The ability to work both autonomously and as part of a team – and maintain excellent relationships across the organisation
- Experience with Google Analytics and social listening platforms (e.g. Brandwatch, Pulsar, Sysomos) are desirable though not essential