

Social Media and Communications Executive – Malvern Hills Science Park

Salary: DOE, excellent benefits package available.

We are looking for someone brilliant to take advantage of an incredible opportunity to work with a company that is about to make significant positive changes to the world of fitness, wellness and healthcare using the latest in App based technology. The successful candidate will be working alongside internationally renowned agencies to manage highly influential campaigns.

You will be required to work with a small team as well as independently. The product, which has already been launched is a real game changer. Your commitment will be expected and in return for this, there is a genuine opportunity to grow professionally and an excellent benefits package available.

Job Specification

- Manage a range of social media platforms, and respond to audience interaction in accordance with pre-determined guidelines. You will be expected to report on the success of social media activity.
- Oversee the management of the company websites, updating content where appropriate as well as liaising with developers, designers and other third parties as required.
- Communicate with external PR agencies, international branches of the business and other stakeholders.
- Answering telephone and e-mail enquiries from users of the app and customer enquiries.
- Assist the team in meeting their objectives, carrying out relevant tasks where necessary.

Required Competencies

- Have experience of managing Social Media campaigns and be able to show evidence of significantly growing an audience.
- Be familiar with the use of e-mail, iPad, iPhone and digital technology generally.
- Demonstrate knowledge of relevant management tools and analytics programmes and be able to use them on a daily basis.
- Identify and be able to create appropriate, engaging content for your audience.
- Be able to edit images and videos for use online.
- Understand the different benefits of each platform, have working knowledge of the majority.
- Understand the impact that a company's social media activity can have on its reputation.
- Be fully competent using Microsoft Office, Social Media management tools and email marketing programmes.

- *Demonstrable and substantial experience of corporate messaging* as well as managing a corporate website using a CMS and communicating with website developers.
- Provide examples of copy you have written, ideally in the following formats: Social Media posts, press release, website content, email newsletter.
- Be able to adapt the style of your writing to your audience and medium being used.

Person Specification

Essential:

- Excellent planning and organisations skills are imperative, with the ability to multi-task and adhere to deadlines.
- The ability to think logically and highlight potential issues to the wider team.
- A desire and drive to make a difference to the world we live in.
- A team player comfortable liaising with top level stakeholders and board members
- A strong desire and ability to learn about new markets and new technology
- Be a user of Social Media and App based technology on a daily basis
- Willing and able to travel overseas if required
- Excellent telephone manner

Desirable:

At least 2+ years' experience in a specific Marketing / Social Media role or similar in a professional office environment. Experience is essential for this role.

The role is full time.

For more information please contact Ann Pritchard in the first instance: ann@select-research.com
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