



JOB DESCRIPTION

SOCIAL MEDIA EXECUTIVE

DEPARTMENT: MARKETING

REPORTS TO: MARKETING MANAGER

The Role:

We're looking to strengthen our Marketing team in an incredibly fast paced environment, driving and promoting multiple successful social entertainment brands across the UK as the business expands. There will be scope to work with an external digital agency for the first 3 months or so of the role, but long term we'll be looking for this person to manage solely in house.

This role will serve as the day to day facilitator of digital content, initially for Puttshack launch and then across further potential brands and Bounce. While this person will feed back into higher level planning, their role primarily focuses on the execution of managing the brands' social media channels and online presence.

You'll understand the intricacies of increasing engagement on different social media channels, from Instagram to LinkedIn and will have experience creating exciting content to post across social media platforms. Using your creative flair, you will create both written and visual content, including videos, and photos designed to increase brand awareness and visibility, as well as writing blog posts to boost SEO. You'll be confident at updating the website via the CMS, managing external listing sites, responding to reviews and questions from the public online in a timely manner. You will get excited by the opportunity to take the Puttshack and Bounce brands to another level in the digital space, bringing a wealth of expertise with you.

The Person:

- A passion for social media and a clear vision about what captures people's attention and gets people talking
- Appreciates social entertainment venues e.g. Bounce, Puttshack etc.
- Proven track record of growing social channels and using scheduling software
- Excellent verbal/written communication skills
- Exceptional organisational and administration skills
- Great at tonal copy writing – for website copy, e-shots, social media, etc.
- Excels in delivering campaigns from start to finish
- Has a strong sense of humour, required for the tone of voice and culture fit
- Enjoys going the extra mile to deliver one of a kind experiences
- Confident presenting in pitches and presentations to senior staff
- Flexibility – Facebook messages etc. can come out of hours, but we want to respond instantly where we can
- The flexible and positive personality who embrace continuous change

Background

- Minimum of 2 years of experience in a digital marketing/creative environment
- Background in marketing a high end events/nightlife/hospitality/experiential brand desirable
- Will ideally hold a marketing related degree
- Strong written and verbal communication skills