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S M Y T H S O N
OF BOND STREET

Job Description

Job Title: Social Media Manager

Reporting To	Head of Brand Marketing
Reporting In	Social Media & Copy Assistant
Department	Marketing
Location	London

JOB PURPOSE

- ✓ Responsible for planning and leading the social media strategy across all our social media channels.
- ✓ Maximize audience engagement, build online communities, and acquire and retain new and existing customers.
- ✓ Responsible for bringing brand stories to life on social channels, driving increasing engagement and identify opportunities for social media activities and partnerships.
- ✓ Work with the Social Media & Copy Assistant to ensure brand TOV is delivered visually, through imagery and footage & through our copy/captions to support all business channels; Online, Retail & Corporate.

KEY ACCOUNTABILITIES

Strategic

- Lead the development of innovative and scalable social marketing strategies to optimise performance against KPIs.
- Responsible for all branded social media channels, along with working cross-functionally with other teams to amplify our social media presence and relevance, grow our audience and increase engagement and effectiveness globally.
- Manage the delivery of the social media calendar and continually ensure that best practices are upheld.
- Analyse and report regularly on the performance of social media campaigns and proactively suggest tactical plans that optimise interactions with Smythson's audience and help shape the overall marketing strategy.
- Gather insights from monitoring and analytics to define next-generation social marketing opportunities, including new platform adoption, and identify industry trends.

Operational

- Work with the Digital Marketing team to:
 - monitor and analyse traffic to the website and attributable revenue on a weekly/monthly basis.
 - Ensure cohesion across our paid social activity (delivered by the Digital Marketing team) and our organic social calendar to ensure consistency of message seen by existing and prospective audiences.
- Responsible for managing blogger and influencer relationships, working with our in-house PR team.
- Responsible for developing insight on user sentiment, using those insights to shape content and scheduling.
- Responsible for the day-to-day management of the Social Media Assistant, who has a responsibility for platform monitoring and user response.

People & Collaboration

- Collaborates with Marketing and PR and our Creative Agency partner to support cohesive, through-the-line marketing campaigns.
- Works closely with the Head of Brand Marketing to identify new content opportunities across all channels (video, web, social).
- Works with the Customer Services team to maintain high levels of customer sentiment across all social media sites & respond to direct customer service enquiries.
- Use knowledge gained through analysis to inform forecasts, budgets, and the overall strategic direction of social media marketing.

Any other duties as may reasonably be expected.

KPI'S AND EXPERIENCE REQUIRED

- Performance analysis – monitor core metrics to build trended & YOY comparative analysis of audience growth, engagement, traffic to site, revenue.
- Growth of social brand currency within the luxury community. Increasing the number of engaged and relevant followers to support driving traffic to site and stores.
- Team management – manage, motivate, inspire, and increase productivity and results of direct report.
- Internal Stakeholder buy-in – inspire and educate to build recognition of Social as an important channel through which to convey the brand voice, engaging audiences and ultimately driving traffic and revenue.
- A minimum of 3 years' experience of interacting within online communities and platforms, actively participating on Instagram, Facebook, Twitter, YouTube, Pinterest.
- Organisation and meticulous attention to detail is vital in this role.
- Ability to liaise with internal and external departments at both junior and senior levels in a professional and confident manner.
- Can-do attitude essential. Ability to complete projects in a timely manner to produce all departments with their requirements professionally and efficiently.
- Level-headed and calm nature required with negotiation and persuasion skills to ensure management of expectations of all relevant parties.
- Appreciation of the competition and key interest in the luxury landscape essential.