**Job Title**: Social Media Executive
**Department:** Sales & Marketing
**Based:** London
**Reporting to:** Head of PR & Marketing

**PURPOSE**

To own, develop and manage all social media channels for **DRPG’**s channels and the various brands. To plan, create and implement campaigns that increase audience, brand awareness and engagement. To develop innovative and current content to share across channels.

**PRINCIPLE DUTIES**

You will be an experienced Social Media executive able to support **DRPG** across all of our operations. Working primarily in the sales and marketing, but supporting the wider business – you will:

* Develop and lead social media plans and strategy
* Manage social media channels and find new relevant platforms
* Work closely alongside PR, Marketing and Sales.
* Devise and implement consumer and employee facing campaigns
* Project manage social campaigns and ensure all activities are delivered accurately, on time, every time
* Monitor online activity using a variety of tools
* Measure everything you do, reporting your findings back to the business and at times possibly clients, analysing ROI, highlighting success stories, as well as areas of the campaign that did not go according to plan. You will be able to articulate what went wrong and what lessons you learned
* Help **DRPG** become a brand recognised for excellent and valuable social media activity
* Train other team members in the usage and best practice of social communications
* Be comfortable working in large and small teams, be self-sufficient and ready to engage with the pace required by agency environments
* Perform associated duties

**YOU WILL:**

* Have the ability to fulfil or exceed the brief
* Take part in business meetings
* Ensure social output works seamlessly with other campaign elements
* Ensure all output is on-brand and meets the highest standards
* Constantly strive for new, better, more innovative solutions
* Have the ability to handle several high-level projects simultaneously
* Show understanding of business’ needs and objectives
* Manage workflow efficiently and take responsibility for timing and delivery
* Be able to work under pressure to meet tight deadlines
* Develop great work within guidelines and budget of the assignment
* Work collaboratively with creative, strategic, in-house PR & marketing team, design and other members of all core departments
* Present work and reports coherently and persuasively; express ideas in a form that clients (both internal and external) can buy and support
* Find the best solution and output to meet the business needs.
* Ensure quality control, time management and improvement of departmental output
* Maintain communication and relationships between social media, all areas of the business and all areas of the wider **DRPG** team
* Work with your line manager meeting agreed targets
* Ensure suitable communication/ updates are being provided, to internally and at times external clients on project status
* Identify new opportunities and any improvements

*This list is not exhaustive and you will be expected to work flexibly and undertake other such duties as the management may from time to time reasonably require.*

**EXPERIENCE**

* Must have proven suitable experience in a communications role or agency
* Excellent social media skills across all platforms.
* Analytical in research and when showing result.
* Solution provider for best practice when using social media.
* Must demonstrate a considerable level of experience in the industry
* Robust budget management
* Demonstrable project management skills

**SKILLS**

* An up-to-date industry knowledge through reading publications/ journals and undertaking appropriate training
* Continually working to improve creativity and client satisfaction
* Ability to competently coordinate and mange digital files, people and time - prioritise daily workload within the resource plan
* Ability to work under pressure and meet deadlines
* Willing to work outside normal office hours when required
* Self-motivated with the ability to work individually and as part of a wider team
* Willingness to learn new skills and develop existing ones
* Committed to making ‘anything possible’ with a ‘can do’ attitude
* Effective time-management

**CHARACTERISTICS**

* Excellent communication and interpersonal skills
* High attention to detail
* Positive attitude towards challenging situations and multitasking
* Passion and commitment to achieving excellent results
* We are a close-knit, friendly and welcoming team – and ‘team fit’ is important to ensure you assimilate quickly and become part of the team

**OTHER REQUIREMENTS**

* Full colour vision
* Able to travel throughout the UK and overseas

**DATA SECURITY**

At all times you must work within the guidelines set out in the **DRPG** Information Security Policy and your Employee Confidentiality Agreement. Failure to do so may be treated as gross misconduct.

**HEALTH AND SAFETY**

At all times you must work within the guidelines set out in **DRPG**’s Health & Safety Policy and Employee Manual.

**FURTHER NOTES**

The role will be based primarily in our Worcestershire head office. There will be times when this role will require you to work from the company’s other offices. You will be expected to work flexibly and undertake other related commercial duties both in the UK and overseas as the company may from time to time reasonably require.

**THE COMPANY**

Established in 1980, we're one of Europe's most experienced and largest, fully integrated, award winning communications agencies. From the strategic communication consultancy, to our complete in-house production facilities for digital media, video, events & print, we deliver to companies of all sizes that span
a wide range of markets.

***DRPG*** *is an equal opportunities employer.*