

Social Media Marketing Executive

37.5 hours per week

Location: Office based with flexible working arrangements

Are you a confident communicator?

Do you have experience in a social media or digital media role?

Are you able to work well under pressure and work autonomously?

If this sounds like you, we have an exciting opportunity, where you can take the next step in your career and work with a rapidly expanding Group.

A little bit about us...

We're a financial services business specialising in personal injury and clinical negligence. We've recently been growing our family of brands, expanding our service offering, and reshaping our brand identity. We pride ourselves on delivering outstanding service and support to our vulnerable clients. You will be running the social media channels day to day creating engaging content and seeking out new social media avenues and ways of connecting with audiences. Every day will be exciting, challenging, and incredibly rewarding!

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 recruitment@frenkeltopping.co.uk

 0161 886 8000

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Social Media Marketing Executive

Our customer charter is always at the heart of everything we do:

The right people doing the right thing always

Always Experts:

30 years experience as specialists in PI and Clin Neg. Our depth of understanding is unrivaled in our field. Regarded by the Ministry of Justice as a valuable source of knowledge in expert witness and the Ogden discount rate.

Always Principled:

We're always thinking about the impact we're having – on our team, on our clients and their families, and the world. We act with care and integrity and we will always do what's right.

Always Proven:

Helping litigators achieve maximum damages and clients achieve the best long-term financial outcome is our core business and we've been instrumental in securing additional millions in settlements and providing financial guidance post-settlement that allows for the most fulfilled life post-injury. Our clients are clients for life.

Always Responsible:

We work with clients during some of the most difficult periods of their lives. We know their money has to last a lifetime and we're well aware of the challenges that life after an injury can present. It's a responsibility we take seriously. We pride ourselves on providing quality, unbiased advice with transparency and openness.

Always Reliable:

For life's decisions – from birth to planning the financial legacy you leave behind – we'll be there. Always.

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What does a typical day in this role look like?

- Managing the company's social media channels, such as LinkedIn, Twitter, Facebook, and other related sites
- Participating in the creation of social media presence on new and developing media platforms
- Collaborating with the Business Development Team to create social media targeted campaigns
- Work with other departments to develop social media timelines coinciding with brand messages and campaigns
- Analysing and reporting audience demographics and information, as well as the success of existing social media projects
- Create dynamic, written, graphic, and video content that promotes audience interaction increases audience presence on company sites and encourages audience participation
- Scheduling copy for release at optimal times

With that in mind, we'd love to meet someone with...

- Great content production and proofing reading skills
- Passion for social media
- A strong communicator with excellent written and verbal skills
- Ability to be reactive on emerging trends or topics of conversation
- Proactive and energetic individual who can create and publish engaging content that fits our audience
- 360 marketing experience, with a focus on digital (and clear understanding of - digital marketing metrics)
- Must be able to multi-task and project manage large & sometimes complex activities
- Must be a team player with a can-do attitude & spirit
- Strong attention to detail
- Strong communicator with solid presentation skills
- Experience of working in a social media and digital marketing role

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And last but not least... what's in it for you?!

- Working with an expanding business, with an ambitious growth strategy
- We are passionate about growth and we aim to provide every employee with a clear development plan, with regular reviews that enable them to achieve their career goals.
- Opportunity to embed a new brand rollout and help meet some ambitious growth plans
- Fantastic benefits

The closing date for the post is Wednesday 15.09.2021. CV's to be forwarded to recruitment@frenkeltopping.co.uk.

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