



About the job – Social media marketing executive

Job title:

Social media marketing executive

Location:

Nottingham

What we offer:

At Cartwright, we connect work with good times – taking care of each other so that we can take care of our clients. Each and every member of our team lives and breathes our purpose to energise our clients and ensure their time with us is their favourite part of the job.

We are an accredited 'Great Place to Work' and an 'Inspiring Workplace' finalist – we were also ranked sixth best small business to work for women, recently featuring in Elle magazine.

Every member of our team, regardless of seniority, can enjoy a generous benefits package, including:

- 25 days holiday (plus Bank Holidays and public holidays) – increasing with long service – and an extra day off for your birthday
- Private health insurance with Vitality
- Access to mental health support via Care Coins and mental health first aider within the team
- Generous maternity / paternity package
- Annual salary reviews
- Hybrid working (three days in the office, two days at home)
- Flexible working – altering your hours to be more flexible around our core hours
- Dedicated line manager and Personal Development Programme – alongside our extensive training opportunities
- Mentoring
- Annual summer away day and Christmas party – and other team treats throughout the year
- Regular social events
- Bike to Work scheme
- Cartwrighter of the Month – voted for by your team members, someone who has gone above and beyond for a client or team members, The winning Cartwrighter receives either a £50 voucher of their choice or an additional half day of annual leave
- Friyay – our weekly email shout out about all the good things that have happened that week

Job description:

Working within a close-knit team of marketing enthusiasts, the social media marketing executive will work within the digital department on a portfolio of clients of various sizes and sectors.

This role involves developing and executing social media strategies for our clients, ensuring alignment with their business goals. This role requires direct interaction with clients to tailor and implement effective social media campaigns, managing content creation, community engagement, and performance analysis.

The ideal candidate will be responsible for developing and delivering best-in-class social media using their existing skills and knowledge while developing these further under the guidance of the Social Media Account Managers.

We are looking for a confident self-starter who takes pride in their work, exceeds the expectations of our clients, and can take responsibility and ownership of the social media strategies they work on.

The successful candidate will be a creative content creator, and a reliable team player who can drive our social media presence and ensure our clients' success.

Responsibilities

Acting in a supporting role to the wider digital team, you will be responsible for delivering industry-leading social media strategies for our clients

- Be able to proactively work with managers to produce audits, strategies, and reports that demonstrate our expertise and ability to deliver results for our clients that enhance their business and marketing objectives
- Support the digital lead conducting social media audits for clients
- Support with design and implementation of social media strategies to align with business goals
- Prepare insights based on analytical performance data and lead social media content ideation sessions
- Collaborate to produce social media content using Canva
- A comprehensive understanding of what skills and resources are needed to deliver any given social media strategy, putting best practices in place
- Ideally at least 2 years of experience in a Social Media Marketing role – agency or in-house
- A solid understanding of Social Media Marketing – Paid & Organic
- Identifying performance issues/opportunities and providing actionable insights to the wider teams
- Delivering work against set KPIs and being able to adapt strategies to ensure they are either met or exceeded

Essential experience

- Experience within a social media marketing role, delivering successful campaigns, ideally within an agency
- Working as part of a team to deliver strong integrated marketing strategies

- A strong results-driven attitude coupled with being comfortable working in a fast-paced environment
- Excellent attention to detail and literacy skills
- An understanding of the relationship between all marketing channels
- Ability to self-learn, whilst being keen to knowledge share and learn from others
- Experience across all leading social media platforms

Desired skills

- Experience working with clients within the construction, property, food & drink, home & interiors, and healthcare sectors
- Experience using editing tools such as Canva, Adobe Suite and Capcut

Personal skills / development

- Unwavering attention to detail
- Ability to manage multiple, conflicting deadlines – and support wider team in doing so
- Developing well-rounded and flexible communication skills to suit internal and external audiences

Salary: Competitive, but dependent on experience.

Contract: Permanent, full-time contract subject to successful probation.

Next steps:

To apply for this role, please email your CV and covering letter to people@cartwrightcommunications.co.uk