



## Social Media and Community Manager

**Reports to:** Marketing Director

**Location:** London (Shoreditch)

**Hours:** Mon-Fri 09.30 – 17.30 Permanent contract

**Salary:** £32-£35k per annum depending on experience

### **The Role :**

D&AD have an exciting opportunity for a Social Media and Community Manager to join their marketing team.

This role will ultimately be responsible for delivering an engaging, consistent and powerful social media experience for our audiences across the globe.

You will be a bit of a news junkie with a passion and understanding of the creative industry. You'll want to work with us to establish our social activity across all relevant social media platforms to engage our audiences in relevant conversations, growing love and advocacy for the D&AD brand.

The role will also develop and implement the social media strategy for the company's various lines of business in line with the overall marketing strategy, whilst working closely with the marketing team, all lines of business and external partners.

You will be an ambassador for everything social, making sure it's used in a strategic, streamlined and integrated way whilst driving innovation and creativity. You'll also need to be an internal champion for social media. This is a standalone role. You will be responsible for developing strategies as well as executing campaigns. As Social Media Manager, you will be working with team of other senior and marketing experts representing many

fields such as Content, Digital and Generalist.

### **Job Objectives:**

Review and revise existing practices and make necessary recommendations to drive reach and engagement with D&AD: the brand, its products and services across social and other digital channels.

Devise a 'best-in class' social media strategy that supports the overall marketing strategy and business objectives that will build and deliver a community of advocates who regularly engage with the brand.

Drive growth and innovation across our social media platforms to ensure our audiences can easily discover and share content that is relevant to them.

This position aims to create, execute and analyse social media activity aligned to the marketing and company strategy.

### **Key responsibilities**

- Strategic ownership of all D&AD social media channels – including devising a unique plan to support all company lines of business
- Daily management of social media – including content creation and adapting content for each network, including posting, measuring and reporting on results.
- Work with international reps on devising most suitable approach to social media in key markets including providing materials, insight, guidance and support for all international reps.
- Overseeing and activating social media strategy for partnership content that will deliver against agreed KPIs, providing excellent value for third parties as well as D&AD.
- Develop an innovative social strategy for live events (including Lectures, Awards, Judging) that aims to see D&AD trend on

Twitter, as well as drive followers/likes and ultimately active engagement and community behaviour.

- Daily monitoring of all conversations, responding where necessary, ensuring they are reflective of the D&AD brand and its tone of voice.
- Identifying and recording all customer comments relating to the brand and its products and escalating customer queries in a timely fashion.
- Working closely with Digital Marketing Manager and Creative and Content Manager on lead generation and driving
- engagement across core activity and key messages.
- Weekly reporting and analysis: dig into the data, analyse the data and draw actionable insights from the data

### **Skills/experience**

- Strong understanding of all social platforms with at least 5+ years experience.
  - A proven track record in creating effective strategic plans around growth and engagement.
  - Experience of successfully managing different social media channels, community management and social media monitoring, demonstrating business growth.
  - Excellent communication and copywriting skills and the ability to create innovative content and ideas.
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- A solid understanding of social media advertising.
  - Adept at using social CMS and reporting tools.
  - Strong presentation skills.
  - Good organisational skills with the ability to prioritise.
  - Ability to work under pressure and to tight deadlines.

## **Additional, preferred skills**

- Passionate about the creative industries, particularly agencies and studios within the advertising, design, digital and production worlds.
- Working knowledge of Final Cut Pro and Photoshop.

In order to comply with the Prevention of Illegal Working, Immigration, Asylum and Nationality Act, you will need to provide appropriate documentation that proves that you are eligible to work in the UK.

D&AD is committed to a policy of Equal Opportunity and Diversity. It is our commitment that no member of staff or job applicant will be treated less favourably on the grounds of their sex, marital or parental status, race, colour, nationality, religion, belief, disability, age, sexual orientation or gender reassignment.