



## JOB DESCRIPTION

Job title	Digital Content Executive
Reports to	Senior Marketing Manager
Location	Think Tank, Ruston Way, Lincoln LN6 7FL

### Job purpose

To support the senior marketing manager, digital marketer, directors, account managers and account executives in the delivery of digital and social media content.  
To advise clients and colleagues on various aspects of digital and social media strategy, tactics, tools and emerging trends.  
To work with the team to plan and deliver social advertising campaigns.  
To assist in the creation of digital marketing content for clients and the agency.

### Staff management responsibility

There is no line management responsibility.

### Main duties and responsibilities

- manage social media channels for Shooting Star and for clients – from strategy to content creation, implementation and reporting
- produce social strategies, campaign plans and content calendars from wider marketing plans, helping clients to achieve objectives
- keep up to date with changes in social media and digital marketing
- advise clients and Shooting Star on best practice and latest trends in social media and digital marketing
- manage, analyse, report on and optimise campaigns and provide recommendations based on your insights to improve performance
- contribute to the creation of new business proposals
- contribute to Shooting Star's overall marketing plan
- create attractive and engaging written and visual content suited to each social platform and for marketing campaigns (image, video, animation, graphics, copy) for the agency and client websites
- write blogs and case studies and create e-newsletters, ensuring that they are optimised for SEO
- manage content on CMS platforms and ensure it is optimised for SEO
- implement cross-promotion opportunities, competitions and influencer marketing techniques to drive awareness and engagement
- support the digital marketer with paid social media campaigns
- support with day-to-day marketing activities
- contribute creative ideas

Internal Working Relationships
<p>Reports to:</p> <p>Senior Marketing Manager</p> <p>Works with:</p> <p>Directors Digital Marketer Account Managers Account Executives Interns</p>

External Working Relationships
<p>Existing clients Prospective clients Suppliers Contractors Members of the business community Members of the public</p>

Special or unusual requirements of the role
<p>You may be asked to attend business networking or client events outside of normal office hours as requested by the directors.</p>

## Person Specification

### Digital Content Executive

Criteria	Essential	Desirable	Assessed by		
			AF	IT	R
<b>Qualifications</b>					
Good degree in relevant subject or relevant industry experience	✓				
Specific social media / digital marketing qualification(s)		✓			
Other marketing qualification(s)		✓			
<b>Knowledge and experience</b>					
Experience of working in an agency environment		✓			
At least one year's experience in a social media or marketing role	✓				
Competence in managing social media channels, CMS platforms, CRM platforms and email marketing tools	✓				
Experience of managing paid campaigns (social and digital)		✓			
In-depth, up-to-date knowledge of social media tools and trends	✓				
Competence in reporting tools eg Google Analytics, social media analytics	✓				

Experience of content creation and copywriting	✓				
Knowledge of Microsoft (Outlook, Excel, PPT, Word)	✓				
Knowledge of design / editing tools eg Canva, Adobe Suite (InDesign, Photoshop, Premiere Pro)		✓			
Video shooting and editing experience		✓			
Knowledge of the principles of search engine optimisation (SEO)	✓				
Knowledge of or interest in running PPC campaigns		✓			
<b>Skills</b>					
Excellent communication skills, both written and verbal	✓				
Excellent grammar and copywriting skills	✓				
Excellent interpersonal skills	✓				
Ability to work independently	✓				
Empathy and ability to engage effectively with a range of individuals, from clients and colleagues to suppliers and business people	✓				
Ability to use digital technology to improve communication	✓				
Ability to work well as part of a team	✓				
<b>Other attributes</b>					
Active interest in and knowledge of digital marketing and social media	✓				
Active interest in and knowledge of current affairs		✓			
Willingness to work out of hours, normally by arrangement	✓				
Initiative and self-reliance	✓				
Current driving licence		✓			

Key:

- AF Application form
- IT Interview or test
- R References

**Shooting Star**  
**17<sup>th</sup> November 2023**