

**Job Title:** Social Media Manager – B2B

**Department:** Activation

**Reporting to:** Digital & Social Director

**Location:** London, Wandsworth (Currently remote)

**Date:** April 2021

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### **Job Purpose**

Exciting role working for an integrated B2B marketing agency with a client base of leading technology and business services clients.

This is an innovative agency that strives for best-in-class campaign delivery and has a reputation for creating and delivering effective and cutting-edge marketing strategies and plans for their clients. Due to expansion MBA are currently looking for a Social Media Manager to work across a number of client accounts focusing on social media strategies and initiatives.

In order to be successful this role we are looking for someone with a proven track record in creating and driving B2B social media plans and campaigns across all channels - gained client or agency side. You will also have good project management skills and the ability to work across a number of internal and external stakeholders to drive ideas and build strong relationships. This would be a great opportunity for someone who is looking for a refreshing environment to gain solid project ownership and further grow their planning, commercial and strategic skills.

### **Responsibilities**

- Work closely with the team to brainstorm ideas and to execute digital & social campaigns
- Planning and management of all social media campaigns
- Ownership, Management and reporting on paid social initiatives
- Great team player in an agile environment, collaborating with client's, managers and the wider digital team to deliver integrated campaigns

### **Requirements**

- Demonstrable experience of delivering successful campaigns across a range of social media channels
- Experience managing campaigns on LinkedIn is a must
- Experience using premium LinkedIn tools (e.g. sales navigator) is an advantage
- An individual who is keen on performance metrics, who strives to improve engagement and results across channels
- Experience managing influencers and developer personal brands online is an advantage

## **Key Working Relationships & Communications**

### Internal Contacts

- Digital & Social Director – Ensuring upwards visibility on, and input to, client relationships and projects
- Department Leaders – Collaborating to ensure project scoping and quoting in line with client expectations
- Internal Departments – Ensuring output is delivered to meet client expectations on quality, time and on budget
- Client Services – Managing expectations on deliverables across clients

### External

- Clients – Ensuring client communication is managed in a proactive and professional manner
- Suppliers – Ensuring the supplier output is in line with client expectations

## **Values**

Everyone in the Company is expected to live the values in all that they do, put simply they are our promise to each other and form a critical element of the business's ongoing success.

Our values underpin our actions and are used to measure and evaluate individual performance and behaviours:

**Disclaimer** – The above statements are intended to describe the general nature and level of work being performed by people assigned to this role. They are not to be construed as an exhaustive list of all responsibilities, duties and skills required of personnel so classified. All personnel may be required to perform duties outside of their normal responsibilities from time to time, as needed to meet the ongoing needs of the business.

- Deliver & Delight
- Force for Good (Mellon Educate)

## **Person Specification**

### **Formal Education & Certification**

Education and certification is of less importance to MBA, as long as you have the right knowledge, experience and personal attributes (see below). Qualifications and certifications are considered *nice to have*, not mandatory.

### **Knowledge & Experience**

Demonstrable experience within;

- 2-5 years of hands on experience when it comes to social media management
- Experience with planning tools (similar to hootsuite/crowd-control etc)
- Working in close collaboration with internal teams and departments

### **Personal Attributes**

- Professional
- Positive
- Passionate
- Credible
- Energetic
- People-oriented
- Problem solving
- Attention to detail
- Process oriented (yet agile)
- Results-Driven

### **Remuneration/Benefits**

- Competitive salary
- Pension scheme
- 23 days holiday per year increasing by 1 every year to a maximum of 25 days (plus 8 days bank holiday)
- Additional holidays; 1 duvet day, 1 birthday, 1 moving-house, etc.
- Monthly PACE award
- Monthly buzz club contribution
- Quarterly STAR award
- Much more...

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## Find out more

- [www.mcdonaldbutler.com](http://www.mcdonaldbutler.com)
- [www.retail-in-detail.uk](http://www.retail-in-detail.uk)
- [www.linkedin.com/company/mcdonald-butler-associates](http://www.linkedin.com/company/mcdonald-butler-associates)
- Instagram: we.are.mba
- Twitter: @McDonaldButler

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