Social Media Manager

Full-time

UK based

We are looking for a creative and forward-thinking Social Media Manager to join our growing in-house team. You will have a passion for social media and understand the importance of this first line of communication for the Foundation. Responsible for all social media platforms including, LinkedIn, Twitter, Instagram, Facebook and YouTube, you will be part of a dynamic Marketing and Communications team that develops and delivers, informative, accurate and impactful campaigns.

The Foundation’s communications and marketing team deliver millions of communication interactions per month across channels and partnerships, with a particular focus on our key audiences across industries, policy and academia. Working closely with the Communications Managers and Social Media Executives you will develop and implement organic and paid social media campaigns to support our strategy and continue to grow awareness of the Circular Economy.

Role and responsibilities:
You will report to our Digital Marketing Manager and cover the following areas:

- Responsible for the planning and management of the Foundation’s social media calendar including all organic and paid campaigns.
- In collaboration with Communications Managers, you will design and deliver inspiring, informative and impactful social media campaigns.
- Responsible for the management of the Social Media Executive and all external Video Content agencies.
- Support and mentor the Social Media Executive to create fresh content including Evergreen campaigns.
- Provide monthly social media performance and campaign reporting and insights to Senior Leadership Team.
- With our video content agency, develop the Foundation’s presence on TikTok and engage in new social media channels.
- Track and tag all content using publishing tools to ensure accurate monitoring.
- Review and analyse social media data to inform future campaigns.
- Demonstrate a hands-on willingness to deliver the latest information to our followers by collaborating with all areas of the Foundation.

Your profile:

- A relevant degree or minimum 4 years’ experience in a Marketing/Social Media Management.
- Evidence of strong web copywriting skills and knowledge.
- Strong financial and budgetary skills.
- Proven track record of successful social media campaigns including organic and paid.
- Excellent presenting skills and confident communicating with stakeholders of all levels.
• Experience of planning and managing creative communications campaigns targeted to specific audiences.
• Knowledge and understanding of the current circular economy debate and associated media landscape would be highly desirable.
• Excellent written communication skills - with experience of writing for different audiences; we will ask for previous pieces of work to evidence this.

What we do

The Ellen MacArthur Foundation develops and promotes the idea of a circular economy. We work with, and inspire, business, academia, policymakers, and institutions to mobilise systems solutions at scale, globally.

Our mission is to accelerate the transition to a circular economy.

Our vision is a new economic system that delivers better outcomes for people and the environment. Business models, products, and materials are designed to increase use and reuse, replicating the balance of the natural world, where nothing becomes waste and everything has value. A circular economy, increasingly built on renewable energy and materials, is distributed, diverse, and inclusive.

Please apply with CV and covering letter (by 16th May 2022) to:

Barbara Calland (barbara@ellenmacarthurfoundation.org)

Desired starting date: ASAP
Salary package: circa £37k dependent on experience level plus generous holiday allowance (25 days plus discretionary extra days leave) generous parental leave; enhanced pension options/private health scheme after 6 months; wellbeing programme.
Location: Cowes, Isle of Wight. Some initial flexibility is possible on this due to current Covid restrictions.

Our commitment to you

The Ellen MacArthur Foundation is committed to promoting equal opportunities in employment and providing a working environment free from discrimination. Job applicants will receive equal treatment regardless of age, disability, gender, gender reassignment, marital or civil partner status, pregnancy or maternity, race, colour, nationality, ethnic or national origin, religion or belief, sex or sexual orientation or any other characteristic protected by the laws or regulations in the locations where we operate.