

**JOB TITLE:** Senior Social Media Manager

**DIVISION:** Marketing

**DEPARTMENT:** Digital & Content

**REPORTS TO:** Head of Digital and Content

### JOB SUMMARY

#### Description

- Visit Britain is embarking on an ambitious plan for its content marketing and digital platforms in 2018 through to 2020 and beyond. We are looking for a passionate, data-driven, experienced Senior Social Media Manager with experience across paid, owned and earned to grow, evolve and transform our social media marketing.
- The Senior Social Media Manager will play a key role developing the social media strategy across primary (Facebook, Instagram) and secondary (You Tube, Twitter) channels to ensure it aligns with and delivers the social requirements of the content strategy, content guidelines and digital transformation the organisation needs to become the world leading digital tourism authority by 2020. This role will have responsibility for VisitBritain's and VisitEngland's digital properties and an advisory role across marketing.

#### Accountabilities

- The Senior Senior Social Media Manager will provide leadership, management, planning and industry standard best practice social media insights, learnings and recommendations based on the content strategy and customer journey. They will work with cross functional teams and take a data led approach to creating, curating, cocreating, commissioning social content across channels and audiences, both internal and external, to drive engagement across the customer journey. They will ensure schedules for social content, promotions, and campaign activations are up-to-date and logged in the global content calendar. A key objective will be to work with the Head of Digital and Content and other senior managers in marketing to drive cultural change around the thinking- customer first, ways of working (Agile) and systems and process used to create, publish, store, share and distribute content internally and with partners globally.
- The Senior Social Media Manager will have a team of three responsible for social media content planning and management using tools, such as, the global content calendar, UGC systems, working with strategic partners to deliver KPIs and objectives, building relationships with internal stakeholders, offering social media consultancy across the organisation, driving social media change management delivering smarter and more efficient ways of working in the marketing team. They will use data and insight to make recommendations that will directly influence the delivery of the social content marketing and continuous content improvements informed by analytics, insights and optimisation. The team will use industry standard tools, best practice insights to deliver smarter and more efficient ways of working in the marketing team.
- Communication will be a key part of this role – you need to be able to build relationships with a host of people at different levels in different organisations, occasionally having difficult conversations about social content that does and doesn't work (and why). You need to be very comfortable with handling and analysing data, as it's vital that all our plans are based on insight, and used to plan content in a busy, multichannel environment.

- This person will be an expert in all things related to social media content marketing best practice including data led decisions, setting clear KPIs, ensuring the right content is created for the right customers on the right channels, content is distributed to where customers are (fully optimised on owned channels, making recommendations on paid /earned).

**Key duties include:**

- Manage social projects internally and externally, working in a matrix / project centric way focussing on customer journeys and data insights to deliver results
- Create and implement the social strategy – championing the content marketing model of being data led, setting clear KPIs, creating and distributing content relevant for priority segmented audiences, ensuring all content is fully optimised, working in an agile way.
- Day-to-day leadership and management of the social team
- Support cultural change around the thinking and ways of working e.g. DSDM Agile
- Excellent project management skills for managing internal and external resources, setting and managing deadlines, and fielding and prioritising internal and external inquiries
- Leadership of the social media planning program of work ensuring it is entered into the global content calendar and shared across teams
- Providing advice, guidance and support for best practice social media thinking and working across the marketing department and external partners
- Budgetary responsibility for VB/VE social cost centres.
- Vendor management across the social content team.
- Representing VB at senior level social media meetings with strategic partners.
- Manage and develop a multi-disciplinary social management team to meet present and anticipate future needs.
- Manage the social media team to plan, deliver, evaluate and optimise social roadmap to the required standards of performance, time and cost.
- Strong analytical skills and passion for interpreting and translating quantitative and qualitative data into actionable insights

**COMPETENCIES**

SPECIFIC TO JOB	GENERIC
<ul style="list-style-type: none"> <li>• Proven experience across paid, owned and earned to grow, evolve and transform our social media marketing based on customer and business needs</li> <li>• Implementation of the social media strategy ensuring it delivers against the content strategy and content guidelines</li> <li>• Proven experience of leading, managing and mentoring multi-disciplinary social teams (minimum of three staff) delivering multi-channel content initiatives.</li> <li>• Leadership of creating and managing a cross-organisation global social strategy and execution across primary platforms including Facebook, Instagram and secondary YouTube, Twitter</li> <li>• Proven track record in significantly improving the social capabilities (skills) and delivery (results) of an organization. High awareness of best practice conversion rate social optimisation practices.</li> <li>• Experience of developing social media strategies, measurement/ reporting and test/ and learn activities.</li> </ul>	<p><b>Championing tourism to Britain</b></p> <ul style="list-style-type: none"> <li>• Have an open-minded and ‘can do’ attitude which encourages innovation, embraces change and displays resilience against adversity.</li> <li>• Remain focused on a clear goal in all actions and decisions and openly articulate this to your team colleagues.</li> <li>• Be an advocate for Britain and tourism, demonstrating leadership to your colleagues and the rest of the tourism industry.</li> </ul> <p><b>Being the Best</b></p> <ul style="list-style-type: none"> <li>• The ability to manage both internal and external stakeholders at all levels within an organisation.</li> <li>• Have good knowledge of Britain’s tourism product and performance and our business and constantly update your skills and knowledge.</li> <li>• Help to share your and other VisitBritain’s colleague’s expertise with external organisations and individuals.</li> <li>• Continually remember that we are a public body which needs to deliver and demonstrate value and probity in everything we do.</li> </ul>

- Track record of agile working commanding influence and collaboration across social media marketing; proven ability to drive success cross-functionally
- Proven experience of working with data and insights to design benchmarks and identify meaningful metrics to drive the business forward
- Proven leadership of scoping requirements, planning, delivering and scaling social media content
- Experience of stakeholder management in a complex and political environment
- Excellent communicator, used to managing expectations and influencing stakeholders at all levels internally and externally
- Experience of working in Britain's tourism sector is essential.
- Educated to degree level or equivalent
- Proven experience in social content creation, curation, commissioning and cocreation
- Be a passionate advocate for Analytics, an advanced Excel user and proficient in social media analytics tools
- Ability to implement and maintain brand guidelines in partnership with the Senior Editor QA.
- Strong communicator with excellent influencing skills.
- Strong motivator and self-motivator, with a desire to succeed.
- Understanding of / experience in global social media marketing.
- Excellent time management and organizational skills, ability to multi-task, whilst working to tight deadlines and under pressure.
- Evidence of setting and delivering social content KPIs and metrics.

### Working Together

- Comfortable working in matrix management environment.
- Have an open-minded and 'can do' attitude which encourages innovation, embraces change and displays resilience against adversity.
- Participate fully as a team member in building an atmosphere, honesty, respect, co-operation and fun.
- Are visible, approachable, accountably and available.

### Serving our Customers

- Have an effective relationship with all your customers and meet their expectations.
- Continually look for opportunities to work in partnership with other teams and/or organisations.
- Inspire and empower other people by demonstrating trust, openly valuing their expertise and clearly stating your expectations.

## KEY RESULT AREAS / ACCOUNTABILITIES

1 – 8 key objectives and targets	% Time / Importance
<p><b>1. Creating and implementing the social media strategy</b></p> <ul style="list-style-type: none"> <li>• Creating the social media strategy across primary (Facebook, Instagram) and secondary (You Tube, Twitter) channels to ensure it aligns with and delivers the social requirements of the content strategy, content guidelines and digital transformation the organisation</li> <li>• Championing the content marketing model of being data led, setting clear KPIs, creating and distributing social content relevant for priority segmented audiences, ensuring all content is fully optimised, working in an agile way.</li> <li>• Driving innovation across paid, owned and earned in the way teams think about and deliver social content based on data and the customer journey</li> <li>• Take responsibility for strategy implementation across social properties, influencing the way they operate centrally and in overseas markets.</li> <li>• Influence the social optimisation of all channels to ensure that the right content is served to the customer at the right time.</li> <li>• Roll out and secure buy in for the social strategy and content guidelines across all local markets. Highlighting what will be delivered centrally and locally.</li> <li>• Comfortable handling and analysing data, ensuring plans are based on insight, and used to plan content in a busy, multichannel environment.</li> </ul>	<p>30%</p>

<p><b>2. Social Media management, planning and communication</b></p> <ul style="list-style-type: none"> <li>• Work across the organisation, in particular with markets to localise the global social strategy, influencing key stakeholders to ensure buy-in for implementation</li> <li>• Take a data led approach to creating, curating, cocreating, commissioning social content across channels and audiences, both internal and external, to drive engagement across the customer journey.</li> <li>• Ensure schedules for social content, promotions, and campaign activations are up-to-date and logged in the global content calendar and shared across global market teams</li> <li>• Lead the development and continuous improvement of social content based on insights which focuses on customer needs</li> <li>• Ensure maximum collaboration across the social team and marketing to ensure all departmental objectives are aligned.</li> </ul> <p><b>Liaise with destination partners:</b> Work with regions around Britain to ensure key partner social content is represented.</p> <ul style="list-style-type: none"> <li>• Build and maintain constructive working relationships with key stakeholders in the UK and overseas</li> <li>• Ensure key partner messages resonate with our customers</li> <li>• Delivery of departmental, divisional and organizational objectives by working closely with the Head of Content and Digital, the wider content and digital team and colleagues in marketing to ensure tight social integration of all activity division.</li> </ul>	<p>25%</p>
<p><b>3. Agile Project Management</b></p> <p>Championing the roll out of Agile thinking and working across the social media division, supporting and influencing teams and projects to secure buy in. Document and share best practice of the benefits of Agile working and thinking making it relevant to different teams requirements.</p>	<p>10%</p>
<p><b>4. Finance and resource management</b></p> <ul style="list-style-type: none"> <li>• Sole budgetary responsibility for VB/VE digital social centres.</li> <li>• Budget and resource planning for delivery of the social strategy.</li> <li>• Ensure all social initiatives are clearly and accurately forecasted and budgeted.</li> <li>• Ensure all social initiatives are delivered to the required standards of performance, time and cost.</li> <li>• Ensure timely reporting and analysis of social performance against targets and the personnel responsible, acting decisively to correct under-performance</li> </ul>	<p>10%</p>

<p><b>5. People and performance</b></p> <ul style="list-style-type: none"> <li>• Proven experience of leading, managing, mentoring and developing multi-disciplinary social teams (minimum of three staff) delivering multi-channel social initiatives.</li> <li>• Identify and develop the skills, processes and technology (in London and globally) required to deliver the social strategy.</li> <li>• Actively anticipate the future needs and skill sets required for VisitBritain's and VisitEngland's social evolution.</li> <li>• Develop social awareness, expertise, and appreciation of the VisitBritain and VisitEngland brands within all members of the content marketing team to aid their professional development.</li> <li>• Develop a can do culture reflective of VisitBritain's and VisitEngland's Values</li> <li>• Day-to-day management of the social media team.</li> </ul>	<p>15%</p>
<p><b>6. Stakeholder and vendor management</b></p> <ul style="list-style-type: none"> <li>• Vendor management across the social team</li> <li>• Building relationships with a host of people at different levels in different organisations, occasionally having difficult conversations about social content does and doesn't work (and why).</li> <li>• Representing VB at senior level meetings with strategic partners.</li> </ul>	<p>10%</p>

<b>DIMENSIONS</b>
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Managing a team of 3 staff.