



Job Title: Social Media Executive (Full Time)

Bread Birmingham is a 360° creative communications agency situated in Digbeth - www.breadbirmingham.co.uk. We bring experienced professionals together to create a unique approach to marketing, events and design.

Location: Birmingham

28 days holidays plus bank holidays, pension. Hours: 37.5 hours per week Monday to Friday

(option of some home based working + paid overtime evenings/weekends)

Purpose of the role

- Work alongside the directors of the company to deliver activity across Breads portfolio of clients.
- Ensure smooth delivery of all client comms: day to day client contact, social media copywriting & scheduling, responsibility for account delivery, leading client and internal account meetings, following up with notes and actions and ensuring accountability.
- Creating project briefs; briefing in and working with members of the wider team to develop an idea, strategy or campaign tactic; presenting and selling that idea to the client
- Building client relationships; listen and understand individual client requirements and consistently meeting if not exceeding their expectations
- You will be asked to carry out administrative tasks
- You'll also be focused on building relationships and proactively identifying new opportunities via services offered in-house.

The facts

You will be expected to deal with the following in this role:

Social Media Management | Account Management | Content Creation | Copywriting & PR for Press and Blogs | Communications | Web Content Editing | Enquiries | Digital Advertising | General Office Duties | Staff Management | Content Ideation + Strategy | Relationship Building

Responsibilities

- Manage client accounts
- Maintain day to day client contact - taking responsibility for delivery of all 360° activity across a client's account - adopting a solutions-focused approach to client account management
- Prepare, attend and lead client meetings
- Community management across a number of accounts and platforms including; Facebook Business Suite, Instagram, Twitter, Snapchat, TikTok.
- Writing best-in-class social media, scheduling and ensuring successful delivery
- Social media campaign/strategy ideation - paid and organic
- Write detailed client briefs including but not limited to, artwork, website, press, influencer campaigns and/or define an activity's scope of works
- Client visits, meeting potential clients, and following up proposals/pitches
- Manage and resolve conflicts with clients
- Establish and look after budgets with the client and company
- Meet time deadlines for accounts
- Ensuring clients are contacted on a regular basis and that their needs are anticipated and met
- Managing junior team members including briefing and mentoring them on work on your accounts
- Report writing and campaign success measurement
- Research and Planning
- Working to deadlines
- Reporting and record keeping for management
- Creating new business and successfully retaining clients

Knowledge Skills

- Three years experience of managing accounts and writing social media
- Experience managing digital advertising using Facebook Business Suite.
- Previous experience of social media management tools - Creator Studio, Sprout, Hootsuite or similar scheduling softwares.

- You may be required to carry out other duties within your capabilities and level of responsibility.
- Experience managing junior staff such as interns
- 'Can-do' attitude - results driven.

More about Bread

- We want to be a sustainable and thriving company that successfully balances the needs of our clients, team members and shareholders. We believe that meaning and purpose at work is a good thing. We believe that individual accountability is a good thing but we can only succeed or fail as a team. We must all support each other and help get the job done
- Our team is hardworking, professional and fun. We enjoy eating out, attending live music, exercising and championing the best our city has to offer.

Pay

- This position reports to Mazzy Snape & Alex Powell, company directors. Your working day will be based around 7.5 hours and worked during pre-agreed flexi-time between 9am till 6pm.
- You will be expected to do some evening and weekend work
- Due to Covid-19 we are operating on a part-time remote basis. You must be able to work from the office in Birmingham when required. Hours can be made flexible with advance warning.
- **£24,000 - £25,500**

Apply

- Email CV & covering letter to - info @ breadbirmingham.co.uk