

Role description

Role:	Senior content and social media manager
Business function:	Content and social media
Reporting to:	Head of Organic Search
Managing:	N/A
Prepared on:	1st July 2017

1. Purpose and scope

The purpose of this Role Description is to describe the **senior content and social media manager role**.

To develop and implement creative content and social media activity to clearly show achievement of client objectives, operating at a senior level.

To support and mentor team members.

This role description is not inflexible but is an outline and account of the main duties and capabilities. The role holder should however carry out any other reasonable duties commensurate with the role, as the needs of the company require.

2. Role responsibilities

2.1 Key responsibilities

- To carry out content audits of client websites, from a quantitative and qualitative approach, to produce actionable recommendations
- To build content strategies for clients, including implementation recommendations
- To create content calendars and planners, plus advise clients on how to implement these based on their specific organisational structures, resources and objectives
- To provide training to clients on various aspects of content best practice
- To understand the products/services, competition, industry, marketing goals and objectives of each of your clients
- To create bespoke content marketing activity that takes into account goals, brand, products, audience, emerging technologies, resources and budgets
- To complete thorough search intent research to understand users search behaviour and identify content opportunities
- To support pre-sales activity, including prospect calls/meetings, proposal building and pitch attendance
- To write web copy, blog posts, email messages, research papers, white papers, case studies, and/or other publications as required
- To lead and input into client meetings as required
- To propose social media activity for clients in order to meet their objectives

- To ensure traffic is driven to content assets by leveraging landing pages, social media promotions, search engine optimization, paid advertisements and more
- To plan and implement outreach activity to amplify content on external websites

2.2 KPIs and reports

- To measure success across all client activity carried out
- To produce insightful reports for clients and showing clients' the value of work carried out

2.3 Best practice and organisation

- To keep fully up-to-date with industry developments
- To identify, evaluate and share resources, tactics and techniques, freely sharing knowledge, insight, best practice and ideas across the agency
- To represent Fresh Egg at industry events when required and to represent the Company in a professional and knowledgeable manner
- To maintain a strong understanding and high proficiency of use of key analytical, market intelligence tools and Fresh Egg proprietary tools

Key behaviours should be aligned to core values at all times.