



Job Description

- Job Title:** Social Media Manager – Solutions Team
- Reporting to:** Candidate Marketing Delivery Manager – Solutions Team
- Work Location:** Home Based with occasional travel to team and client meetings.
- Salary:** £28,000 to £31,500 per annum.



Who are we?

We challenge industry stereotypes; we broaden horizons, and we help disconnected people to make informed decisions at the key points in their working life. We believe every person should have the access to the information they really need when taking employment decisions.

We look at things a bit differently, helping people understand what really interests them not just what is available in the here and now. As a result, we are proud to say we've helped over 2 million people through this process, but we want to help many more!



What will you do?

As a Social Media Manager at GetMyFirstJob, you will be responsible for creating and running Social media campaigns on a variety of social media platforms. As part of the role, you will be responsible for monitoring the performance of campaigns and making suggestions for the improvement of future campaigns as well as collaborating with the candidate marketing team to ensure consistent candidate messaging is achieved across all marketing channels.



[Web GetMyFirstJob.co.uk](http://GetMyFirstJob.co.uk) // TheTalentPeople.co.uk

Langstone Park,
Havant, PO9 1SA



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Registered Address: 61 Westway, Caterham, England CR3 5TQ



Main responsibilities will include:

- Develop and execute a social media strategy that aligns with the company's goals and objectives.
- Manage and curate content for all company social platforms, with a primary focus on TikTok, Instagram, and LinkedIn; not excluding YouTube, Facebook, and Twitter.
- Create engaging and shareable content, including text, image, and video posts.
- Monitor and respond to comments, messages, and mentions across social media channels in a timely and professional manner.
- Collaborate with the wider Solutions and Innovation teams to integrate B2C and B2B social media efforts into broader marketing campaigns, including employer awareness and attraction campaigns across social media and Spotify.
- Communicate best practice social media advice to colleagues, partners, and clients to help align and optimise company communications in line with the wider social media strategy, including making appearances on attraction and engagement panel events to help position the company as an industry and thought leader.
- Analyse social media data and insights to track key performance indicators (KPIs) and adjust strategies accordingly.
- Stay up to date with social media industry trends and emerging platforms to ensure our brand remains relevant and heedful of online and societal discourse.
- Develop and manage paid social media advertising campaigns to drive website traffic and engagement for the company and its client ecosystems.
- Monitor competitor activity and Early Careers/FE industry trends to identify new opportunities and anticipate challenges.
- Prepare regular reports on social media performance and provide insights and recommendations for improvement.

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What do you need?

To succeed in this role at you will need to demonstrate our values. It is our commitment to Achievement, Team and Fun, Improvement, Confidence & Ambition that makes us a team. Other role specific skills required include:

- Confidence presenting to the camera
- Excellent written and verbal communication skills and a good eye for detail
- Knowledge of video editing and social media software to allow creation and editing of campaigns – TikTok editor, Canva, Tweetdeck, Hubspot, Linktree and CaoCut.
- Excellent time management with the ability to organize and deliver campaigns to a schedule
- Experience or knowledge of apprenticeship programmes or a background in the education sector.



What are the whole team required to do?

- Live our values! Achieve, Team and Fun, Improve, Confidence & Ambition are what makes us a team.
- Follow the Company's Policies and Procedures, accessible at any time from the CitrusHR Website, as well as statutory requirements.
- Uphold the Equal Opportunities and Anti-Harassment and Bullying Policies, ensuring effective implementation in all aspects of their work for the Company.
- Provide a working environment at home (unless you are office based) with an ergonomic workstation in a quiet space with an internet connection suitable for video & telephone calls.
- Be proactive, bring ideas, suggestions and contribute to business improvement.
- Undertake training as required.
- Attend team meetings as required.
- Always observe health and safety procedures to safeguard yourself as well as the interests and safety of all those we work with you.
- Undertake other duties as needed.

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