**SOCIAL MEDIA MANAGER (6 month FTC)**

**JOB SUMMARY**

Tonic is a London-based employer brand and engagement agency delivering for clients all around the world. Our work informs, engages and excites the talent our clients need. Because, at the end of the day, it’s all about people. What they see, hear and experience, whether you said it or not, will affect the decisions they make.

We’re looking for a Social Media Manager to join our growing Social Media team. Reporting in to our Head of Social you’ll carry out day-to-day responsibilities for our existing clients with passion, care and precision. You’ll forge strong working relationships directly with our clients, becoming an invaluable part of their team, as well as ours. Your social media expertise will also shape the work of our creative team, who you’ll work with closely to produce social media assets.

**RESPONSIBILITIES**

* Content planning: Sourcing, development and scheduling.
* Social media performance reporting, providing insights and making recommendations.
* Community Management, with a focus on responding to reviews both positive and negative.
* Paid social planning, buying, management (including optimisation) and reporting.
* Social media best practice recommendations, like suggesting image specifications to our creative team, and platform purposes to our clients.

**REQUIREMENTS/QUALIFICATIONS**

* Impeccable use of English, both written and verbal.
* Familiarity with social media management tools (Hootsuite and Pulsar would be particularly helpful).
* You know how to activate paid social media - knowledge of Facebook Ads Manager is essential, knowledge of LinkedIn Ads Manager a bonus.
* You’ve planned paid social campaigns in the past, choosing campaign objectives and audience targeting (including audience testing). You understand when it’s appropriate to test multiple creatives in the same ad set.
* Knowledge of media performance metrics, especially how to assess this data and use it to inform paid social recommendations.
* Comfortable using spreadsheets to review and manipulate social media performance data.
* Collaborative attitude, complemented by an ability to work alone and prioritise your workload.
* You’ll enjoy building strong relationships with our clients, using all types of appropriate communication, from face-to-face to email.
* Copywriting skills, including writing in accordance with various tone of voice guidelines.
* Excellent attention to detail, especially in terms of proofreading and delivering against differing client guidelines.

**WHAT YOU’LL LOVE ABOUT US**

**Shaping your own future:** Your work will contribute toward us growing our client base and securing your role as a permanent position in 6 months time. As you help our work grow, we can see you hiring your own team members by the end of 2020.

**Creatively driven and purpose-led:** We think disruptively and remove all the filters to help our clients find and create real fans. It’s how we came to win Agency of the Year at the Recruitment Marketing Awards 2019.

**Work/Life balance:** Our office hours are 9-5.30pm, we offer flexible working and you’ll get a day off for your birthday.

**Taking care of the small stuff:** Weekly fruit drops, soft drinks in the fridge, beer/wine taps, an ‘anyone can DJ’ set-up on the office stereo and (post-probation) Perkbox treats.