



Role Outline

Social Content Manager

(Temporary maternity cover – mid August onwards)

Overview of Speciality Drinks Group

Speciality Drinks is a fast-growing and world-renowned international spirits company. Founded in 1999, we were one of the first multi-channel, multi-market global drinks distributors and remain leaders in our field.

Our retail arm The Whisky Exchange operates an award-winning website along with a flagship shop in Covent Garden and Fitzrovia. We also create, blend and bottle new products to sell around the world; we distribute and build brands; we wholesale to the finest bars, restaurants and hotels; we boast an industry-leading auction site; we have an online magazine devoted to Scotch whisky; we organise the world-renowned London Cocktail Week; and we are responsible for the UK's leading Whisky show. We pride ourselves on our imagination, creativity and ability to source and sell fantastic spirits from across the globe.

Being part of the Speciality Drinks Group means you'll be working with some of the very best people in the drinks industry and be part of a fast-growing team that is passionate about everything we do. We're a family-owned and managed business and look after everything in-house – from website development, design and marketing to technology, customer service and global distribution.

We're looking for bright, motivated, creative people who share our passion for excellence, innovation and delivering great customer service. In return we can offer an exciting, fast-moving, varied environment with great opportunities for career progression and a Greenfield project opportunity. Could it be you?

Main Purpose of the Social Content Manager role

- Develop and manage social media channels for The Whisky Exchange and sub brands
- Develop monthly and annual strategies for social channels
- Develop content calendars, working closely with video / design / editorial teams
- Propose creative ideas and campaigns to be promoted within the channel
- Manage / oversee paid social activation
- Develop audience segmentation plan to reach different target audiences
- Use key programs such as Facebook Business Manager and Google Analytics and Planoly to analyse and report on all social campaigns within the wider business
- Keep up to date with the latest developments and trends across social with an international viewpoint
- Develop an in depth understanding of our business environment and being able to analytically question data sources to ensure accurate decisions are taken.

Key Accountabilities

- Lead develop and manage social content calendars
- Own posting of content, and management of social interactions
- Lead paid social activation, working closely with the Biddable Media Manager
- Drive innovation ahead of the competition to gain an unfair share of attention
- Identify, design, and implement internal process improvements within social media channels
- Work with the data analyst to define optimal reporting processes to allow for optimisation
- Provide management summaries for the Senior Management Team on performance, complete with recommendations to improve
- Understand our KPI framework for social media channels and ensure measurement is in place to track performance.

Key Responsibilities

- Manage social channels with full responsibility
- Work closely with the Head Of Marketing to ensure that the social channels have a robust content strategy in place, together with specific performance targets and objectives
- Develop a strong understanding of the products, competition, industry, marketing goals and objectives of each of our brands
- Devise, implement and run innovative campaigns across our accounts
- Manage budgets in line with strategy and ensure that monthly spend is on target
- Measure effectiveness of seasonal and always on campaigns
- Achieve increases in traffic and conversions over time
- Manage all copy / content variations working with the editorial team, with a continual testing roster
- Use a variety of proprietary and third party tools to compile and draw insight from both company-specific, sector-specific and generic industry data, in order to better understand user trends and behaviour
- Produce monthly and weekly reports containing detailed analysis and recommendations
- Work closely with the editorial team to ensure the latest promotions and offers are included within all social media activity
- Work closely with the Marketing Manager to develop social calendar and ensure the right activity is promoted correctly

Key Relationship

Reporting Line

Head Of Marketing

Team

Will work across all business areas with a variety of personnel and teams, principally with Marketing Manager, Design team and Editorial team.

Experience and Skills

REQUIRED

- Bachelor's degree, or relevant work experience
- 2+ years of social media management experience

- Good knowledge of Excel, Facebook Business Manager and social Agency or client background preferred
- Retail client experience preferable but not essential

Personal

- Positive attitude, a great work ethic and willingness to see projects through to completion
- Ability to meet tight deadlines, completing tasks on time
- Logical with a strong analytical mind-set for solving problems
- Meticulous attention to detail, with an overall passion for continual improvement
- Highly self-motivated team player, who is also able to work independently when required
- Appetite to stay ahead of the digital market, keeping up-to-date on all the latest ecommerce / biddable media innovations and technologies (online and offline)

DESIRED

- Familiarity with one or more retail digital / e-commerce applications or systems
- Experience in a b2c e-commerce environment, ideally global as well as UK
- Knowledge of the drinks industry an advantage but not essential