



Social Media Executive

12 Month - Fixed Term Maternity Cover

Start Date: September 2023

We are Arkyard, a digital marketing agency supporting the charity and non-profit sector. We help our clients navigate the complex and evolving digital landscape to bring their mission to life and make potential possible. We're located in Littlehampton on the south coast & our services include website optimisation, creative services, paid media & more.

About The Role

We are seeking a talented and creative Social Media Executive to join our team supporting us with content creation, scheduling posts and community management. This is a role for someone who loves digital, lives and breathes social media and is excited about working in an ambitious digital agency start-up.

Key Responsibilities

- **Support Implementing Social Media Plan/Strategy**
 - Assist in executing the social media plan/strategy across platforms.
 - Proactively stay informed on platform knowledge including; the latest social media trends, platform updates, and best practices.
 - Conduct research to stay updated on industry trends, competitors, and best practices to develop innovative content/platform strategies.
 - Identify new opportunities and emerging platforms that could enhance the clients social media presence.
 - Share relevant industry insights and knowledge with the team.

- **Scheduling Posts**
 - Manage the social media content calendar and schedule posts in advance.
 - Ensure consistent posting frequency and optimise scheduling based on platform analytics and user behaviour.
- **Content Ideation**
 - Support in generating creative and engaging content ideas aligned with the clients tone and objectives.
 - Collaborate with internal stakeholders to gather input and ideas for content creation.
- **Community Management**
 - Monitor social media channels for user interactions and engage with the community promptly.
 - Respond to comments, messages, and inquiries in a timely and professional manner.
 - Foster positive relationships with followers, influencers, and brand advocates.
- **Content Creation**
 - Write compelling and engaging copy for social media posts, captions etc. in line with clients brand tone.
 - Supporting creative teams with graphic design, image selection etc.
 - Coordinate with external parties such as designers, videographers, charity partners, etc., to ensure timely delivery of work.
- **Reporting and Analysis Support**
 - Assist in tracking and analysing social media performance using analytics tools.
 - Prepare regular reports on key metrics, trends, and campaign performance.
 - Provide insights and recommendations for improvement based on data analysis.

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Skills and attributes

This role is for you if;

- You're keen to learn and develop in the digital space.
- You're not put off by working in a new agency environment, helping us learn, shape and develop processes.
- You're a digital native who stays up-to-date with digital trends and emerging technologies.
- You have previous experience in social media management or related roles.
- You have some experience or understanding of working within the Christian or charity sector.
- You're a strategic thinker who's not afraid to challenge ideas and ask why.
- You're ambitious about achieving excellence and not just box ticking.
- You're an excellent communicator both written and verbally.
- You're great at writing engaging copy with a high attention to detail.
- You have good knowledge of popular social media platforms, including Facebook, Instagram, Twitter, LinkedIn, etc.
- You have strong organisational and time management skills with an ability to multi task in a fast-paced environment.
- You have the ability to work independently as well as collaboratively in a team environment.

Contract Details

- Full-time **37.5 hours per week** (part-time considered)
- Salary: **£22-25k per year**.
- This is a **fixed-term, 12-month maternity cover contract** with potential to progress to a permanent role based on performance and organisational needs.
- **25 days holiday** (+ bank holidays).
- This is a **hybrid role**, with the ability to come into the office preferred, but remote work will also be considered.
- The candidate will be expected to come into the office a minimum of **once per month**.



Interested? We would love to hear from you!

Please email [**harrison@arkyard.com**](mailto:harrison@arkyard.com)