

Job Title:	Social Media Executive / Coordinator
Job Type:	Part Time (20 hours per week)
Reports to:	Managing Director
Location	Aubourn, Lincs

Company Overview

BrandWorks Social is a specialist B2B social media agency helping businesses and their leaders build visibility, credibility and engagement primarily through LinkedIn.

We work predominantly with ambitious B2B organisations across technology, manufacturing, engineering and professional services and are a small, growing business looking for someone who can become an important part of our next stage of growth.

Job Summary

We're seeking a B2B Social Media Executive who can create excellent content, understand our clients' businesses and help us deliver consistently great work.

Your primary focus will be content creation, scheduling, reporting and supporting the development and delivery of LinkedIn strategies for a range of B2B clients.

For the right person, we see genuine potential for this to develop into a more senior role as BrandWorks Social grows, taking greater ownership of client delivery.

Responsibilities

Creating compelling B2B social media content

Write engaging social media content using client input and sourcing appropriate material where needed

- Understand and adapt to different client audiences, objectives and tones of voice
- Turn technical, specialist or complex subjects into interesting, accessible content
- Identify strong content angles from client conversations, blogs, PR, videos, presentations and other source material
- Use Canva to create engaging graphics, simple animations and edit photos / videos in line with client brand guidelines
- Optimise existing client content for use across social channels, planning and publishing via our content management platform

While predominantly focused on LinkedIn, we also share content on Facebook, Instagram and TikTok for some clients.

Strategy and performance

- Understand clients' business, marketing and commercial objectives
- Support the development and execution of effective social media and content strategies
- Analyse clients' social media activity and identify opportunities for improvement
- Export and interpret social media performance data
- Draw out useful insights, learnings and recommended actions
- Produce clear monthly performance reports for clients
- Keep up to date with LinkedIn and relevant developments across social media

Future Growth Opportunity

Initially, you'll work closely with the Managing Director in supporting our client relationships. As your knowledge and experience develop, you'll have the opportunity to:

- Participate in client meetings and liaise directly with clients
- Build trusted relationships with the people behind the businesses we support
- Take increasing ownership of selected client accounts

We don't expect you to arrive ready to do all of this on day one. We do want someone with the maturity, communication skills and ambition to grow into it.



Skills and Capabilities

Essential:

- Excellent copywriting skills
- Canva skills or transferrable design skills
- Video editing capability using CapCut or similar
- The ability to understand unfamiliar businesses, industries and technical subjects quickly
- Excellent attention to detail
- A strong interest in business, marketing and social media
- Ability to work to deadlines, prioritise and self-manage
- Good judgement and the confidence to take responsibility for your workload
- Strong communication and interpersonal skills
- Ability to work with analytics and data to draw out and action useful insights
- Comfortable using Microsoft Office and Google Workspace
- Comfortable working in an office which has an office dog

Desirable:

- Previous experience creating social media content for B2B organisations
- Experience working in an agency or managing content for multiple organisations
- Experience using LinkedIn as a B2B marketing channel
- Experience using content scheduling software, preferably Agorapulse
- Experience working directly with clients or senior business stakeholders

You don't need to arrive knowing lots about technology or manufacturing. You do need to be interested enough to ask good questions, understand what matters and turn that knowledge into strong content.

Required Education/Training/Experience

Educated to minimum A level or equivalent, however we're more interested in capability, attitude and potential than a particular qualification. You'll ideally have previous experience creating social media or marketing content for businesses and be ready for a role offering greater responsibility and room to grow.

Office hours and location

A part time, office-based role working in Aubourn, Lincolnshire 20 hours per week across 4-5 days. Specific working times to be agreed.

Remuneration

£26,000 - £30,000 pro-rated salary based on experience

See our website and LinkedIn profiles for more details on who we are and how we work:

<https://brandworkssocial.co.uk>

<https://www.linkedin.com/in/danince/>

<https://www.linkedin.com/company/brandworks-social>

Interested to know more? Email dan@brandworkssocial.co.uk

