

Job Title: Social Media and Content Executive

Reporting to: Group Strategy Director

Salary: £24-28K depending on experience

About Us

Make Events are the ultimate experience agency. We are obsessed with taking the brands we work with seriously. We create live, virtual and hybrid events, alongside global venue finding, branded engagement boxes and content studio digital creations. Since launching in 2012 by CEO and Founder Holly Moore, Make Events customers have ranged from global household names to northern powerhouses and everything in between.

We don't just make events. We create an elevated experience.

What excellence looks like in this role:

Work closely with our Group Strategy Director, Content Studio and Digital/PR consultants to deliver a 12-month plan of activities across the full marketing mix

To create dynamic, exciting and on-trend content which speaks to our target market and places Make Events ahead of the curve.

To ensure regular promotion of all Make Events current activities and provide interesting industry related content across all digital channels to appeal to our target market.

To update all social media channels and the website.

To write monthly ECRMs

Report monthly on all activity.

Main Duties

Social Media

1. Basic design abilities for social media content creation, working closely with the content studio / in-house designers to curate topical video and graphics for platforms
2. Research and strategic delivery of content trends across platforms – be seriously obsessed with the latest in Tiktok, Instagram, Youtube and more
3. Creating engaging content cycles with daily updates with responsibility for posting and scheduling
4. Leveraging social media for lead generation and community building

5. Managing engagement across social platforms
6. Monthly growth and engagement reporting

Events

1. Promoting all PR, showcase and client events across social channels
2. Pre and post event marketing of all marketing events
3. Live content creation during events as required

Website Content

1. Create engaging case studies and upload photos post event, liaising with the events team
2. Curation of event-trend blog posts to feed into wider content calendar and SEO

Other

1. Hubspot updates and list creation
2. Creating E Newsletters across our brands
3. Liaise with the Group Strategy Director to maximise opportunities and exposure to the events industry and business communities through PR
4. Have a full understanding on weekly events, site visits, industry events and fam trips to create content.
5. Be proactive in suggesting marketing campaigns around seasonal events.
6. Sharing testimonials from clients across all channels.
7. Attend events on site where necessary to do live social media updates.
8. Ability to capture footage with a camera.

This list is not exhaustive and you will be required to undertake other duties as directed by your manager.

Essential Skills, Knowledge & Experience

- Full knowledge of Microsoft Office including Word, Excel, Outlook and PowerPoint.
- Excellent verbal and written communication skills
- Strong knowledge of digital marketing disciplines and how they work together
- Solid knowledge of industry-relevant software packages, including the likes of Wordpress, email marketing software (Mailchimp, Zoho etc), Hootsuite, Google Analytics, Adobe Creative Suite and more
- Basic video and graphic design editing experience and knowledge of Photoshop and Illustrator.
- Ability to manipulate pre created graphic templates.
- Knowledge of social media platforms (Facebook, Twitter, LinkedIn, Instagram, etc) and how they can be leveraged for business
- A love for the latest in social media trends and activities

- A solid understanding of techniques used in SEO, PPC and Google Ad Words as well as the latest updates
- Pro-active and engaged in the industry
- Ideally marketing graduate

Make Events Culture

- Think about Make Events brand values and apply this to everything you do
 - Seriously obsessed
 - Anything is possible
 - Level-up
 - Ultimate experience
- Support the company vision
- Take responsibility for your own learning and development, setting goals, levelling up
- Be fully immersed in the events industry and enjoy all the opportunities that it brings you.
- Follow the Make Events company ethos of work hard, be nice.
- Putting the client first and constant asking yourself 'what is your customer's experience right now?'

Other Requirements

- Current driving licence
- Ability to travel around the UK & overseas
- Flexible approach to working hours as live events may take place over evenings and/or weekends.
- Comply with the company code of conduct at all times.
- Ability to work as part of a diverse team with colleagues from different viewpoints, cultures and countries.

Benefits

- 25 days holiday plus bank holidays
- Extra day's holiday on your birthday
- Option to buy additional holidays (up to 5 days per year)
- Statutory Pension
- Discounts with various hotel groups for personal use
- Education and training – monthly job and industry training
- Profit related team bonus
- Anything is Possible Personal Development Plan
- Medi Cash Benefit
- Death in Service Cover

Please email applications to houseofmake@makeevents.co.uk