

## JOB SPECIFICATION

<b>Job Title:</b>	Social Media Executive
<b>Reports To:</b>	
<b>Job Purpose:</b>	
An enthusiastic and driven individual too organise and execute the social media strategy for all John Pye social media channels. Keen eye for data and trends to execute considered and creative social media campaigns to grow the channels and acquire new registered bidders. Monitoring and growing historical channels as well as identifying new opportunities to enhance our social media presence.	
<b>Organisation &amp; Relationships:</b>	
<b>Main Duties &amp; Responsibilities:</b>	
<ul style="list-style-type: none"> <li>Plan and execute the creation of weekly content for social media in line with the marketing plan, trends, and campaigns.</li> <li>Oversee day-to-day operations across all our social media channels.</li> <li>Help create and implementation content calendar using auction and trend data and ensure the delivery of all content in a timely fashion working months in advance.</li> <li>Owner of and responsible for the growth of all social media channels across the John Pye Brand</li> <li>Pro-actively recommend and implement different campaigns and initiatives to grow channel.</li> <li>Identifying and implementing new trends and strategies</li> <li>Maintain responsiveness and communicate with customers through the different platforms.</li> <li>Work closely with creative media co-ordinator to help cover any video and photography requirements.</li> <li>Work closely with the rest of the team to ensure seamless creation of content inline with goals of channels and offer cover where necessary to ensure constant best practice and quality of content is achieved.</li> <li>Working with the Business Development and Business Assets team on the creation of B2B content, case studies, LinkedIn articles and press releases.</li> <li>Collate and distribute weekly performance reports utilising in platform metrics and GA4 data.</li> <li>Provide cover and support for email, design, photography and videography where and when required.</li> <li>Keep on top of general marketing trends and make cases for implementing these into our own marketing</li> </ul>	
<b>Qualification, Skills &amp; Experience required:</b>	
<ul style="list-style-type: none"> <li>Excellent personable, communication</li> <li>Good all-round marketing knowledge and experience</li> <li>Experience using adobe suite applications, canva, cap cut and other editing tools.</li> <li>Good computer literacy i.e., Outlook, Word, Excel,</li> </ul>	
<b>Person specification</b>	

- Confident
- Personable & polite
- Excellent initiative
- Strong analytical skills
- Trustworthy
- Excellent communication skills; both written and verbal
- Excellent organisational skills
- Full UK Driving Licence
- Assertive
- Team player

#### **Working Environment & Social Conditions**

Daily Base: Nottingham  
Working Hours: 35hrs per week  
Travel required: As and when required.  
Equipment provided: Laptop.  
PPE: N/A