***SOCIAL MEDIA EXECUTIVE***

An exciting opportunity has arisen to join our growing team here at Eatlean as Social Media Executive. We are a small team with big ambitions, and we are looking for someone who can think big, innovate, be open to trying new things, push boundaries and be receptive to moving at real pace with us towards our goals.

At Eatlean we are passionate about driving change, and our game-changing range of low calorie, low fat, high protein cheese products enable our customers to make healthier choices whilst still enjoying the foods, and meals that they love.

We are five years into our journey and are looking for an ambitious, creative and innovative thinker to own social and drive our activity to the next level.

The role of Social Media Executive will work alongside our UK E-commerce & Customer Service Coordinator & our EU E-commerce & Social Media Executive, as well as the wider Eatlean team, to drive brand awareness, engagement and position Eatlean as the healthier cheese of choice.

**Responsibilities will include:**

* Producing high quality, engaging, on-brand owned content for use across multiple platforms in line with the wider campaign calendar – (knowledge & experience of social photography & videography, and the use of Photoshop)
* Own the social content calendar and publish content to schedule across our social media channels – including but not limited to Instagram, Facebook, Twitter, TikTok, YouTube & Pinterest
* Collaborate with the campaign team to ensure that all campaigns are strategised, supported and delivered effectively.
* Deliver best-in-class customer support across all social channels
* Develop and implement your social media strategy in line with and in support of the wider business goals and objectives
* Manage daily/monthly social spends in line with budget
* Monitor, track and analyse key performance data – and provide recommendations to enhance engagement & awareness
* Monitor competitor/industry activity to identify learnings & apply recommendations to keep us ahead of the curve.
* Be reactive to content trends and key customer moments to drive engagement
* Management of external agencies/partners – Paid Social Agency, Recipe Developer, external Content Creators
* Identify, recommend, onboard and manage ambassadors/influencers/affiliates with support from the wider Marketing/PR team

**Your knowledge and expertise:**

**Minimum 1+ Years’ experience within a previous Social Media Role**

**Social Savvy All-Rounder:** We are looking for someone who has in-depth experience of the key social platforms, both personally and professionally.

**Creative Thinker & Boundary Pusher**: We are looking for an innovative, creative thinker who will help us to push boundaries, with enthusiasm and passion in abundance. It’s important that the right individual can identify new opportunities and bring a confidence to take calculated risks in order to help propel our social activity and presence forwards.

**Visual Content Creator:** You will ideally have experience creating engaging visual content for social media, with social video & photography skills, experience using Photoshop, and your preferred video editing software.

**A team player –** we are a small team and we love people who roll up their sleeves and are able to adapt in a fast-paced environment

**A self-starter** – you need to be highly motivated and action-orientated with a keen eye for opportunities, you’ll need to be able manage your own time and be a good problem solver

**Organisational skills** –we need people who can juggle multiple tasks and have proven written and verbal communication skills

**Hunger to succeed -**we need someone who sets big goals, works towards and exceeds targets, whilst always upholding quality and integrity. It is really important to us that you can push yourself outside your comfort zone and think big!

**Relationship building** – a natural people person and a strong relationship builder, both internally with the wider team, and externally with our consumers.

**Additional details**

* Based at our headquarters in rural Nantwich, you will be joining a friendly, open plan environment, working in our modern, purpose built offices.
* We are an agile team and typically work 4 days in the office, 1 day from home
* You will be rewarded with a salary between £23-27k (dependent on skills and experience) with plenty of development opportunities and interactions with different teams across the business. Access to the attractive company benefits package also included.
* You must be eligible to work in the UK

Job Types: Full-time, Permanent

Salary: £23,000-£27,000 per year

Benefits:

* Casual dress
* Company events
* Company pension
* Cycle to work scheme
* Discounted or free food
* Employee discount
* Flexible schedule
* Life insurance
* On-site parking
* Sick pay
* Wellness programmes

Schedule:

* 8 hour working day – Additionally, we do require a timely response to customer enquiries, and the management of this will at times sit outside of standard work hours
* Holidays
* No weekend working – unless required on occasion to support our events calendar