

SOCIAL TRADERS

Title	Communications & Content Specialist
Brief role description	Working closely with the Digital Marketing, Communications and Events Manager, this role will lead our content strategy to support our refreshed brand and strategic vision to build our membership base, engage with current members and drive wider brand awareness.
Reporting to	Digital Marketing, Communications and Events Manager
Key role responsibilities	<p>Content Planning and Strategy</p> <ul style="list-style-type: none"> • Develop and implement the Social Traders content strategy, linked to the organisation’s strategic objectives and supported by a well-executed content calendar. • Design and produce targeted content and campaigns across our digital channels including: web (Craft CMS), edm (Pardot), social (LinkedIn, Facebook and Twitter), video (YouTube) and digital marketing (SEO & AdWords). • Build the Social Traders content library including researching and writing a range of stories, feature articles and case studies that cater to our audiences and personas. • Work with the wider marketing team on production of regular Social Traders edms, including development of a stakeholder newsletter collating content published that month. • Track, measure and optimise results through monthly metrics reporting and analysis, using insights to inform ongoing content planning and relying on the tools of the trade to achieve this including: Salesforce reports, Google Analytics, Dash This, Hootsuite and monthly Google Ad Words/ SEO web agency reports. <p>Communications and Brand</p> <ul style="list-style-type: none"> • Manage the Social Traders content and asset library including internal communications, liaising with external stakeholders and identifying gaps in content. • Manage the Social Traders ‘newsroom’ including engaging with partners and media to amplify content to a wider reach and using Salesforce to build a Social Traders media list. • Support with media kits and other communication materials to facilitate the success of key Social Traders events such as the Social Traders Awards, National Summit and regional showcase. • Work with the Head of Marketing and Communications and the Digital Marketing, Communications and Event Manager to support the development of key messages and communications for the Social Traders CEO / Executive team as required. • Support the successful rollout of the new Social Traders brand and supporting brand activation campaign.

<p>Performance measures / KPIs</p>	<ul style="list-style-type: none"> • Successful development and delivery of a content calendar that incorporates cross team feedback on significant events, dates and activity. • Monthly metrics reporting against content channels with collated insights that inform our ongoing content strategy (as per Board Report requirements). • Delivery of the Social Traders ‘newsroom’ component of the website with a range of content articles that meet strategic objectives and optimise web traffic – with plans for ongoing optimisation. • Development of a minimum of x2 content assets per month (such as case studies, feature articles or newsroom pieces). • Development of a succinct media engagement strategy covering targeted media outlets, partners, platforms and content delivery. • Delivery of a monthly stakeholder edm newsletter schedule. • Ongoing increase in audience and engagement across all social media channels.
<p>Experience, competencies and skills (refer Social Traders Capability Framework as appropriate)</p>	<ul style="list-style-type: none"> • Experienced content and communications professional, ideally with business to business experience. • Resourceful and hands-on team player, comfortable developing new processes, building new capabilities and experimentation. • An exceptional writer, who has an eye for stories and content that will resonate with key audiences. • Collaboration is second nature – and is a preferred way of operating. Builds strong working relationships across the whole staff team. Thrives in environments where there are multiple cross-team projects on the go. • A genuine interest in supporting positive social impact and belief in Social Traders mission is a must. • Degree qualified in marketing, PR or communications. • 3-5 years' experience in marketing, ideally including B2B. • A very strong writer with the ability to contextualise content for different audiences and channels. • Proven digital marketing skills covering web, social, video, edm and basic design. • Track record of using metrics informed strategy to continuously improve results. • Exceptional planner and project manager.
<p>Key relationships</p>	<p>Internal</p> <ul style="list-style-type: none"> • Market operations team • Market development team <p>External</p> <ul style="list-style-type: none"> • Brand / media / digital agencies
<p>Remuneration</p>	<p>Salary dependent on relevant qualifications, experience and skills.</p>