

## **Apprentice Social Media Manager - Job Description**

**Primary role:** The key responsibility of this role is to plan and schedule social media campaigns for clients using content and imagery created by the team, deploying the campaign using the agency's scheduling suites. Then monitoring and reporting on engagement levels, likes, shares, etc.

**Platforms:** The tools used to deliver the campaigns will be directly through the social media account, via Hootsuite, HubSpot, My CRMHub, Meta Businesses Suite, etc.. Training in the use of each of these will be provided both in-house and through platform tutorials and distance learning platforms.

**Working pattern:** Campaigns and strategy will be devised between the client and one of the senior team members within the company. Reporting will be to the head of social media. It will be a requirement of the position to work with other members of the team, as the campaigns are usually multi-disciplinary.

The social media output may form one or more of the following types – a campaign, a burst, single output, responses, sharing, curation or following. Each of which will be defined by the specific requirement of the client.

The overall strategy will be determined by the key point of contact between the client and Vividink. Once set, the apprentice social media manager will be responsible for scheduling the output.

### **Typical work for this role:**

**Campaigns:** Campaigns fall into 2 categories, firstly an ongoing campaign and secondly a target-driven campaign. An ongoing campaign may be to promote a specific message, brand or offer that has no expiry date. This type of campaign can be scheduled for 12 months and rolled on until advised otherwise by the client. A target-driven campaign has the purpose of directing the audience to act – watch a video, read a blog, download content, etc. A campaign may be a part of a much larger campaign that includes landing pages, public relations activity, blogging, etc, to achieve an objective.

**Bursts:** Timebound bursts of activity surrounding a particular objective, event or time period – examples of this would be support for a conference, exhibition or show. There may be a number of sub-objectives within a burst – ticket sales, attendance at a part of a show, details regarding entry and egress for a live event.

**Single output:** As the name suggests, it is a one-off piece of communication across one or more channels, it may be in support of something such as an international day, an award for a client, etc

**Responses:** After a suitable period of time, the role will undertake a certain level of response to comments on clients' social accounts. A framework will be provided to escalate any contentious comments. These will be brought to the attention of the head of social media or managing director and a response co-ordinated with the client.

**Curation & sharing:** as part of the social media programme for a client, the role will involve the curation of content and the sharing of third-party content. Curation is the finding of material online and offline and sharing as the client, sharing is using the third-party output by sharing the entire output. There will be specific definitions and guidance as well as an approval process before anything is shared.

**Handle and tag research:** The role will also require handling and tagging research across platforms to support social output.

**Requirements:** We are seeking an individual who aspires to build a career in social media marketing, possesses a solid understanding of how social media works, and has an interest in the industries we operate in. The successful candidate will have an opportunity to move on to an apprenticeship in digital marketing with a view to a full-time role upon completion of the apprenticeship.

The role will be based at the company's office in Hope in the Peak District National Park in the first .