

Social Media Manager

Person specification

	Essential	Desirable
Skills / knowledge	<p>You will have:</p> <p>The ability to think strategically and creatively.</p> <p>Solid knowledge and understanding of how to plan and deliver campaigns across a range of social media platforms including Facebook, Instagram, LinkedIn, TikTok, YouTube, and X.</p> <p>Ability to set SMART objectives and evaluate and measure success of social media campaigns.</p> <p>Ability to create engaging written and visual content for use across a range of social media platforms.</p> <p>Strong copywriting and editing skills, ensuring posts are grammatically correct before hitting publish.</p> <p>Skills in data analysis and interpreting statistics, with an eye for detail and the ability to work accurately.</p> <p>Strong communication and people skills for articulating ideas to colleagues and clients.</p> <p>Creative thinking skills for contributing new and innovative ideas.</p>	<p>A confident presentational style.</p> <p>Ability to capture photography and video using smartphones.</p> <p>Ability to identify and engage with key online community influencers.</p> <p>Editing, animation and motion graphics skills.</p>

	Essential	Desirable
	<p>Excellent organisational, administrative, and problem-solving skills.</p> <p>Intelligence, and the ability to think critically and solve challenging problems.</p>	
Qualifications and training		<p>An appropriate degree, apprenticeship, or equivalent professional qualification in social media, marketing, communications, content creation, digital media, or an associated discipline.</p> <p>A member of a relevant professional body (such as the CIM, DMI, or IDM) and participating in continuous professional development.</p>
Experience	<p>You will have:</p> <p>Experience of working in a social media role.</p> <p>Experience of delivering paid and organic social media campaigns that have made an impact and delivered success.</p> <p>Experience of creating content for a variety of audiences for use across key social media platforms.</p> <p>Experience of managing a range of social media budgets and allocating them appropriately in paid for advertising campaigns.</p> <p>Experience of using management tools such as Sprout Social, Hootsuite, Buffer, and Meta Business Manager to</p>	<p>Two years' successful experience of working in social media.</p> <p>Experience of creating and delivering social media campaigns for membership organisations and associations, regulatory bodies, or for clients in the infrastructure and planning, energy and the environment, and financial services sectors.</p> <p>Experience of briefing designers and managing multimedia design assets.</p> <p>Experience of successfully identifying and engaging with communities and stakeholders.</p> <p>Experience of working with influencers.</p>

	Essential	Desirable
	<p>plan, manage and evaluate activity.</p>	<p>Experience creating design content using Canva and/or Adobe Creative Suite.</p> <p>Experience creating and editing video content using Adobe Premiere Pro.</p> <p>Experience of sourcing and commissioning voiceover artists.</p>
Character	<p>You will:</p> <p>Share DTW's values of excellence, trust, and impact.</p> <p>Be results-oriented and able to work calmly under pressure and to tight deadlines.</p> <p>Be honest and focused on delivering high-quality work.</p> <p>Be creative and innovative.</p> <p>Be enthusiastic, self-motivated and able to work on your own initiative and as part of a team.</p> <p>Have pride in your work and expect high standards from yourself and colleagues.</p>	
Additional requirements	<p>Flexible approach to work commitments, including out of hours activity and occasional travel and overnight stays.</p>	<p>Current driving licence and access to a car.</p>