

SOCIAL MEDIA MANAGER

AND THE NEW is a creative digital marketing agency built for brands in the world of sport, entertainment, and gaming. Welcome to the new age!

Since launching only last August, the first few months of 2022 have already proven to be hugely successful for AND THE NEW. We've grown the team of awesome people into double figures, moved into our new Central London offices, were nominated for Best Brand Activation Involving Football at the 2022 Football Business Awards and have landed several new client wins with brands across multiple sectors - from technology to fashion and fitness (more on this to be announced soon!).

Now the time has come for us to find our next Social Media Manager guru. We're after someone who can build audiences, lives and breathes digital content, can devise social content calendars in their sleep, who spots trends and can nail the window of opportunity and loves to work with clients in the world of sports, entertainment, or gaming.

Ready for something new? Then keep reading! 📌

YOU SHOULD APPLY IF:

- You're a social media wizard on both a tactical, executional and a strategic level.
- You love being the driving force behind creative digital marketing and brand campaigns - from developing the initial strategy through to final campaign delivery.
- You love creating and distributing content to build and engage audiences.
- You live on social (in a good way), and are across trends, new treatments and really 'get' tone of voice in your copywriting.
- You're looking for a fast-paced environment to learn, grow and make a big impact.
- You want to work with brands, teams, publishers and more across the sports, entertainment, and gaming industries.
- You're ready to help take us, as an agency, to the next level.

WHAT'S THE LOWDOWN?

As our new Social Media Manager, you'll be helping to support multiple client account teams, working on campaigns and with brands across sport, lifestyle, fashion, gaming and even Fortune 500 technology brands. Yes, that could be everything from Premier League football to the League of Legends World Championships!

In addition, one of your core responsibilities will be to take our marketing as an agency to the next level across our social channels and beyond. We're keen to positively disrupt, thrive on being playful and be humble experts - and want you to be, too!

If you're looking for a role where you get to conjure up the some uber creative campaign ideas and be AND THE NEW's go-to social media presence, then this is the role for you!

RESPONSIBILITIES:

- Manage and take ownership of AND THE NEW's social media and digital marketing channels, including our Instagram, LinkedIn, Twitter, TikTok and Website.
- Be responsible for the ideation planning, and creation of content across AND THE NEW's channels, from built-for-social hygiene content through to editorial and reactive content (utilising support from our in-house Design and Motion Studio).
- Support our account teams on the ideation and delivery of top-notch creative digital campaigns, strategies, and ongoing work for clients across AND THE NEW's portfolio.
- Develop and manage the social media content calendars for clients across the AND THE NEW portfolio, for brands and rights holders operating in Formula 1, the Premier League and Tier 1 esports.
- Proactively come to the table with new, exciting ideas for our clients that will help them achieve their objectives across social media and beyond.
- Ensure all projects are managed and delivered on time and to the highest quality.
- Analyse and report on performance across all social media channels, using findings to shape future direction of content formats, campaigns, and strategies.
- Identify opportunities to expand accounts and increase our impact - and work collaboratively with senior members of the AND THE NEW team to realise those opportunities.

DESIRED BEHAVIOURS

- You see our values and you think "yep, that's a bit of me": we are PLAYFUL, we are DRIVEN, we are EMPOWERING, we are FORWARD-FACING, we are STORYTELLERS, and we are COMMITTED.
- You're driven to make a big impact across the industry, and consistently 'wow' your clients, the business, and even yourself!

- Naturally curious and willing to learn.
- Desire to work in a highly-energetic, creative, and fast paced environment. You live and breathe new ideas!
- Comfortable with being accountable for all facets of your work from the results generated to presentation and shaping future improvement.
- You have passion for what you do above all else. We're in this industry because we love it, and we want to share this energy with the world.
- You thrive in a team culture, are playful at heart, and are driven to make a difference.

REQUIREMENTS

- Ideally 3+ years' experience in this field (either across brand, agency, or rights holders) managing clients and other key stakeholders.
- Advanced knowledge of social platform fundamentals, methodologies, and techniques (including analytics, monitoring and publishing software).
- Experience in designing and implementing successful growth and engagement strategies across social media and other digital channels.
- Direct experience executing paid social media campaigns (experience across other areas of performance marketing is a bonus).
- A keen interest or passion in sports, esports, gaming or other forms of entertainment (yes, we want to know what you binge-watch on Netflix).

FUTURE DEVELOPMENT

- At AND THE NEW, we're on an aggressive growth journey. We're looking for somebody to join us on our venture from the beginning with the opportunity for rapid progression through the ranks. We believe in empowering through opportunity!
- By committing to us, we're committing to you. We'll make sure you have the environment and tools required to deliver the most amazing results possible and grow on a personal and professional level.

BENEFITS AND SALARY

- Salary range £30,000 - £35,000 (dependant on experience).

- Flexible on-site/remote working set-up (2 days minimum in our new Central London office - the rest is up to you)
- 25 days' paid holiday per year (plus bank holidays and Christmas shutdown. Feliz Navidad!),
- Day off on your birthday.
- Pension scheme.
- 2x tickets to a sports or entertainment event of your choosing per year within an allocated cost boundary (post-probation).
- £500 per year training budget to drive your personal development and continual learning in an area of your choice (post-probation).
- Rapid progression if you're up for the challenge.

Please send your CV with contact details and any other relevant material to ryan@andthenew.agency.