

Job spec



JOB TITLE Social Media Manager
REPORTING TO Director
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TEAM Client Services
DATE June 2023

Hello...We are Brood.

Welcome to our health and wellbeing creative agency.

We work on brands that people can truly believe in.

We call this Brands that Matter.

We won't work our magic for brands that we don't believe in or that don't do something to benefit the greater good.

This is Advertising for Good.

Does this sound like an agency that you want to work for? We are an agency that has always put its employees first with flexibility and compassion enshrined in what we do.

Family is the most important thing in our lives and it is at the heart of good health.

Come and Join Us...

Brood is a small, close knit, creatively driven team and chemistry is everything. We are looking for a passionate part time Social Media Manager who can embody what we stand for. Who will work with a number of our clients to boost their brand visibility online and improving customer engagement.

So, what will you do?

- Plan, develop and deliver creative and engaging social media strategies with the aim of increasing brand awareness and engagement
- Manage the day to day handling of all social media channels such as Instagram, LinkedIn, Facebook, Tiktok, YouTube etc
- Oversee, plan and deliver content across different platforms using scheduling tools such as Hootsuite and AgoraPulse
- Create captivating content (or liaise with creative teams), which may include posts, multimedia content, articles and blogs
- Setting measurable goals for campaigns, measuring and showing the return on investment
- Monitor and respond to customer feedback, comments and social media posts
- Analyse data and produce monthly social media reports demonstrating the impact, trends and ROI
- Undertake audience research
- Analyse insights and identify trends in customer interactions and engagement to drive future strategies to build online communities further
- Manage and track budgets for social media activities

So, what are we looking for? Someone who has

- Experience working in a similar role, preferably with healthcare agency background (but not essential)
- Extensive experience in working with various social media platforms, especially LinkedIn, Instagram and Facebook
- Stays up to date with the latest social media trends and technologies
- Research and evaluate the latest tools and techniques in order to find new and better ways of measuring social media activity
- Great communication skills in order to liaise with multiple internal and external stakeholders
- An ability to think strategically and creatively
- Great organisational skills and an ability to prioritise and multitask
- Great attention to detail

Make it matter.

We genuinely have the best clients. You will work on...

Dexcom G7/G6/One - the CGM T1 and T2 diabetes - creating social media campaigns for HCPs and consumers

EMLA UK

Brood's House campaigns and socials

So, what do you need to join us?

A bachelor's degree (BSc) would be an advantage and a minimum of 3 years' related experience in an advertising agency or equivalent combination of education and experience.

Where we are

We have a fab office in a railway arch in Central Windsor. We offer a hybrid working week. We would consider remote working but would prefer someone who can come into the office a minimum of 2 days a week (either Tues, Weds, Thurs).

Our office hours are Monday- Friday 9am-5.30pm.

Let's talk money

30-35k pro rata (dependent on background and experience) | Windsor | Part-time 2-3 days or 15-22 hours per week | Pension

The Good Stuff

- Never work on your birthday if it falls on a weekday
- Company pension (in which Brood will match any contribution that you make up to 5% of earnings).
- Private Healthcare - After 3 months you will be able to join our AXA PPP Healthcare private health plan should you wish to.
- Annual Bonus Scheme (December)
- 20 days holiday (plus 3 extra for Christmas and New Year - we always close)
- An additional days holiday for each year of service (max up to 5)

If you want to work in a team where everyone's opinion matters, where we believe in developing people, then pop for a cuppa (or a gin) and let's see if we are a good match.