



# Social Media Executive

Reports to: Group Marketing Manager

## ROLE PURPOSE

Create and deliver social content that builds our brand and drives high-quality traffic to our website.

## RESPONSIBILITY

1. Create engaging content that builds awareness, starts conversations and drives web traffic from Instagram, Facebook, YouTube, Tiktok and Linked In, to our site.
2. Deliver a calendar of commercially-minded social and blog content, defining the role of each channel and ensuring you own and optimise it to support central campaigns with a focus on the full online journey.
3. Create and post content for organic, boosted and paid formats, with a clear understanding of the nuances of each.
4. Create or brief and manage production of social creative such as gifs, graphics, images and videos – creating storyboards, scripts and copy.
5. Build audience insight and communications profiles that enable you to effectively create target segments.
6. Establish a community of contributors and Influencers to grow our reach and build positive sentiment.
7. Monitor, listen for and respond to conversations about our brand and competitors and take appropriate action.
8. Develop ways to generate high quality content from our Parks, ensuring they have the knowledge and tools to understand how they can use these channels to build engaged communities.
9. Establish targets for social channels and measure, analyse and report results at Park and Group level to ensure delivery against targets.
10. Keep up to date with social media trends and be our in-house expert.

## MEASURING SUCCESS

- Volume of traffic to site
- Reach (per channel)
- Engagement (per channel)
- ROI

## BRILLIANT BEHAVIOURS

- Passionate digital marketer
- Influencer and collaborator
- Creative, confident, articulate communicator
- Audience and target-driven, analytical
- Resilient and happy to work at pace
- Highly organised with excellent attention to detail
- Brand ambassador
- Embraces learning, expert
- Caring and supportive

## OUR PURPOSE & VALUES

Our purpose is simple. We create moments that matter, every day. For our teammates, the jumpers in our parks and the grown-ups that bring them. So they all feel a little happier, healthier and bouncier for time spent with us.

**We Play** – have fun whilst we work and we're always learning.

**We Engage** – with our colleagues, networks and customers. Listening as hard as we speak.

**We're All In** – we bring our whole self to work and give it our all and always think team first!

## SKILLS & EXPERIENCE

- Experience in national/regional multi-site leisure brand
- Proven experience in a similar sales role
- Degree or equivalent
- Social software experience