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ITC TRAVEL

GROUP

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Job Title:	Social Media Executive	
Reports To:	Communications Manager	
Location:	Chester	
Job Family:	Level 2	Marketing

Job Purpose:	Responsible for leading the social media strategy across all brands within the ITC Travel Group and managing multi-channels and drive engagement, reach, growth and brand awareness. This role will work with the wider marketing team to deliver creative and engaging content, ensuring each of the brands within the group has a strong presence on social media.
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Key responsibilities:	<ul style="list-style-type: none">• Write, schedule and optimise posts across multiple social platforms, to increase engagement, reach and growth• Manage accounts and create engaging content to suit the varied brands within the ITC Travel Group, each with their own distinct tone of voice• Assist the B2B channel with management of the private trade Facebook group• Measure performance against key objectives and produce comprehensive weekly, monthly and quarterly reports to key stakeholders• Generate creative ideas for social first-content, including IG reels and IG stories• Serve as the social media expert within the company, maintaining a cutting edge understanding of best practices, features, strategies and tactics• Monitor social feeds for relevant content to engage with, competitor activity and social trends to ensure brands remain relevant• Manage the planning and execution of influencer activity, social media collaborations and paid social campaigns according to the commercial objectives of each brand• Work with all colleagues across the group, to ensure they return from familiarisation-trips with content suitable for social, including photos, videos, and insider insight• Assist in other aspects of content creation to ensure cohesive and accurate content throughout the ITC group
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	<ul style="list-style-type: none">Any other duties and tasks required as directed by your manager
Education, skills & experience	<ul style="list-style-type: none">Educated to degree level or recognised higher level qualification in marketingDemonstrable experience in a social media role, with a focus on Facebook and Instagram essentialExperienced in creating innovative, engaging social media campaigns and implementing social strategyExperience in brand and reputation managementUnderstanding of social publishing, monitoring and measurement platforms such as Tweetdeck, Later and Google AnalyticsUnderstanding of paid functionalities across social platforms is advantageousStrong creative thinking skills and ability to think conceptuallyExcellent interpersonal and communication skills, with a strong verbal and written abilityAbility to effectively prioritise work and deliver on strict deadlinesDiligent eye for detail, language and grammarMulti-tasking skills to execute numerous campaigns at onceExcellent analytical skills, with the ability to manipulate data to identify and recommend optimisation and growth opportunities