



## **Job Description**

### **Digital & Social Media Manager**

#### **Role**

A new role reporting to our Senior Management Team and working alongside our Campaign Managers, to manage a team working across digital and social media campaigns, providing a holistic approach to digital marketing.

To maintain an overview of digital content and its creation; media buying and placement and reporting on both these areas. To work collaboratively with the Campaign Teams but to provide expert knowledge and experience to lead your own team.

#### **Skills required**

##### **Essential:**

- A thorough working understanding of social media platforms including but not limited to: Facebook; Twitter; Instagram; Snapchat; Pinterest; Musical.ly
- An interest in arts/event marketing
- Love of theatre / entertainment
- Creativity and an excellent eye for design and detail
- Graphic design skills with an ability to create HTMLs; Gifs; and animated digital banners, buttons and short videos
- Regular engagement with and knowledge of popular culture; its history and current trends
- Management, communication and organisational skills
- Excellent interpersonal skills
- Self-motivated
- Ability to work under pressure and to very tight deadlines

#### **Programme Competencies**

##### **Essential:**

- Thorough understanding of Adobe Creative suite especially Photoshop, InDesign and Illustrator
- Video editing software such as Premiere Pro
- Knowledge of HTML, CSS and JavaScript
- Mac and/or PC literate

##### **Desirable:**

- An ability to build HTML emails that work well across various multiple email programmes

#### **Salary**

Dependent on experience

#### **Place and hours of Work**

Somerset House, Strand, London

Monday to Friday 9.30 to 6pm