



Role profile

Job title	Social Media Manager
Reporting to	Head of Digital Insight and Communications

Role family	Management responsibility:
Social Media	Does this role have management responsibility for others? Yes Manager

Overall purpose of role

- To assist the Head of Digital Insight and Communications with the day-to-day management of the department, as well as to assist with the strategic delivery of social insight and best practise across the business, regionally and internationally. This role will also develop and maintain social media campaigns across all channels. A key part of the role will be management and development of a team of three social media executives and strong skills in this area is essential.

Main responsibilities of role

To work alongside the Head of Digital Insight and Communications to help make a major contribution to the development of the ICAEW's social media landscape by:

- Helping to develop and maintain social media strategies, best practices, guides and policies. Having an understanding of the bigger picture by appreciating the finer details.
- Influencing internal stakeholder expectations and managing external partner and agency relationships whilst maintaining social media best practice.
- Working in a collaborative, innovative and agile fashion to suit the changing ever-nature of social media with excellent planning skills to prioritise team resource.
- Working closely with relevant teams to create and manage new and existing social media networks. Monitoring the networks, keeping track of how they are being used and providing feedback to the business to drive best practice.
- Lead on, and launch, social campaigns that cover ICAEW's portfolio.
- Develop and monitor performance metrics for analysis and prepare reports, analysis and presentations on social media marketing activities.
- Helping create content (such as copy, video, image) for use across ICAEW's social channels.
- Providing a programme of training, guidance and support for users across the business.
- Helping to raise the profile and engagement of ICAEW's online presence, e.g. through uses of live-tweeting and raising our profile at key events.
- Development of team skills and manage team development.
- Specific duties will vary from time-to-time in line with departmental requirements.

ICAEW VALUES – ALL STAFF ARE EXPECTED TO WORK TO THESE VALUES

The 3 i's – Initiative Insight and Integrity

The 3i's are the values that drive our attitude and approach to working at ICAEW, along with our ways of working: being agile, collaborative and innovative.

Initiative

- Actively collaborating to identify needs and look for innovative solutions.
- Bring together different groups and communities to work together.
- Empowering people to be agile, so they can take ownership and harness the collective efforts of ICAEW in a flexible and responsive way.

Insight

- Actively gathering insights to develop innovative and analytical thought.
- Collaborating with our stakeholders to voice different perspectives and insights internally and externally to stimulate discussion and debate.
- Being agile in finding new and timely ways to provide understanding and insight to our members, students and organisations.

Integrity

- Acting with transparency, consistency and openness.
- Standing by your principles to adhere to the highest professional standards even when facing adversity.
- Doing the right thing, even when no-one is looking.

CANDIDATE PROFILE

- Good standard of education and experience of working in a busy digital marketing environment.
- Strong demonstrable experience of line managing a team and development of team skills.
- Experience in creating, developing and executing social media strategy and plans (including managing content, engagement, platform development and listening tools).
- Experience in external blogger and influencer management.
- Excellent communication skills with impeccable spelling and grammar.
- Clear understanding of the future potential of the social space.
- Must provide examples of developing and executing social media strategies to grow audiences and deliver on social metrics (engagement, reach, conversions).
- A good working knowledge of how video is changing the way we all do social.
- Video storyboarding and video editing a plus.
- An agile mindset to the ever-changing aspects of the social channels, especially the algorithms.
- Ability to drive adoption of new ideas and concepts and pioneering new approaches within the team/company.
- An organised problem-solver that is excited by a challenge.
- Good training and presentation skills.
- Excellent communication skills, both written and oral, including copywriting/editorial ability.
- Ability to influence and manage expectations to a senior level.

- Knowledge of the social channels used across the globe is a high advantage.