

GENTLEMAN'S JOURNAL

SOCIAL MEDIA MANAGER

The Details

Gentleman's Journal are growing their social media team, looking to find a creative social media extraordinaire to manage multiple clients, with uncapped creative thinking. You'll have ideally had previous experience working for a media and e-commerce company (but not essential). You'll have a reasonable knowledge of organic acquisition and growth hacker marketing and be able to handle multiple clients at one time. You will have good knowledge of paid social, with great skills in reporting and analytics.

To be successful in this role, you should be proactive, creative in ideas, a self-starter and someone who is driven by goals and targets with the passion to scale businesses quickly.

Key Areas of Responsibility

- Manage social media channels to build awareness, engagement, brand personality and drive conversions.
- Respond to all customer questions and comments in a timely, witty and friendly tone.
- Manage regular newsletter campaigns including segmenting the database and reporting on the data.
- Liaise with graphic designers to brief and create social assets
- To run campaigns across social media platforms, setting up the campaigns from scratch, implementing tagging, tracking and campaign analysis.
- Plan the strategies and campaigns to drive traffic to the site for acquisition and retention of customers.
- Curate great learning content. A/B Test creatives to ensure maximum acquisition and growth.
- Manage any outsourced campaigns ensuring that KPI's, that timelines are met, and goals are ultimately reached.
- Campaign Reporting and Analytics for all digital marketing campaigns.
- Ensuring the conversion of customers by assisting with offline marketing campaigns to ensure customer journeys and touchpoints are maximised across launches and promotional events.

The Person

- Understanding of the luxury market.
- Impeccable attention to detail.
- A keen interest in men's luxury lifestyle.
- A commitment to excellent customer service.
- Expertise in using online analytics and scheduling tools.
- Excellent written and verbal communication skills.
- Knowledge of multiple channels.
- Ability to work alone and manage several clients at once.
- Able to work in a fast-paced environment.

Apply

If you are interested in applying for this role, please provide your CV and a cover letter to Harry at harry@thegentlemansjournal.com with *Social Media Manager* in the subject line.