

**SOCIAL MEDIA
EXECUTIVE**



Social Media Executive

Overdrive Digital are a specialist digital agency who work closely with their clients to get the best results possible from campaigns whilst building fun, trusting relationships with those we work with.

As Social Media Executive, you will be joining an enjoyable and dynamic working environment and playing a big part in helping us achieve even better results for our clients. We're lucky to work with some great people and products, and need your help to make their businesses more successful.

You must have:

- An eye for detail
- Be ambitious / entrepreneurial
- Be inquisitive about the field
- Be highly organised
- Excellent copywriting skills

Tasks & Responsibilities:

The primary role of this position is to support your account management team with the day to day execution of client campaigns on social. Regular tasks include drafting copy, selecting suitable creative, creating ads, building audiences and assisting with client reports. Through your work, you will play a big role in the success of our client's campaigns.

With regular training and opportunities to attend industry conferences, you'll be encouraged to develop and find the areas that excite you most about marketing our clients' products and services.

Although experience in the field isn't strictly necessary, demonstrating a passion for digital channels and marketing is a must. We are looking for someone who has a keen, demonstrable interest in the field of social media and is eager to learn more.

You will be responsible for the following:

- Drafting & scheduling social posts
- Ad creation and copywriting
- Audience building and campaign setup
- Uploading creative / day to day management of accounts
- Daily, weekly and monthly account optimisations
- Monitoring performance on ad tests and adjusting actions accordingly
- Brainstorming new ideas for accounts
- Reporting to clients



Required:

- Relevant field of study
- A high standard of English (both written and spoken).
- Can demonstrate a keen interest in the field
- Proficient in MS Office, in particular Excel
- Experience in Facebook Ad Manager, Adwords and LinkedIn preferred but not essential
- A keen learner and committed to your own development
- A keen eye for detail
- Highly organised with the ability to meet deadlines
- A keen interest in all things social media
- You will be required to complete a task during the interview process
- Experience is desirable but not required

Your development:

- Receive weekly training and a conference budget in line with a personal development plan
- Develop to a stage where you own the performance of your accounts and client relationships

What You'll Get:

- Competitive salary & annual bonus
- Staff days out and regular team meals & drinks
- The opportunity to make a huge impact in the growth and success of a new business
- Weekly training and a conference budget in line with a personal development plan
- A company laptop
- Develop to a stage where you own the performance of your accounts and client relationships

Salary Guide: £20,000 - £23,000 DOE

If you love all things digital and enjoy a challenge – let us know by applying with a clear, well-articulated cover letter and C.V.

We will require references after the first interview stage.

