



Title: Social Media Exec

Location: Homeworking/Waterloo

Reporting relationship: Marketing Manager

The Social Media Exec Role

Leading global escape room entertainment brand is looking for an awesome freelance Social Content Producer to support its UK rollout plan. This is a dynamic, highly entrepreneurial business which while established internationally, is a start-up venture in UK. Eight venues are currently open around the UK, with more to come throughout 2019. An official Doctor Who live escape game is also about to launch – making it a very exciting time to join the business.

Working with the marketing team, this is a unique opportunity to own the UK social strategy. You will be creating content for social media to promote conversation, engagement, brand visibility and to drive online ticket sales to this new entertainment experience. You will be managing the communities, responding to fans answering questions and generally maintaining the social media pages. There is a lot of creative freedom and fun to be had to build the engagement with the audience and create disruptive content. This is an opportunity to make your mark on one of the newest entertainment companies in the UK.

Work closely with the UK marketing manager to:

- Set the UK social strategy in line with brand values and positioning
- Define the role of each social channel & establish KPIs
- Create and populate a brilliant social content calendar
- Develop required content assets including photo and video content, gifs etc, sourcing and managing agency contacts where necessary
- Use Hubspot to schedule content and analyse its performance and produce clear and structured reports
- Learn from insights and adapt the future strategy accordingly
- Work closely with local site marketing champions to help them manage their local social channels, provide best practice guidelines and manage weekly update calls
- Collate customer feedback received through social channels to generate insights and help improve the in venue customer experience

Candidate Background and Experience:

- Passion for entertainment & entertainment experiences
- Content savvy with strong creative skillset
- Strategically minded
- Experience creating and implementing social media campaigns and managing communities.



- Good at writing playful, engaging entertaining copy
- Social native. Experience across Facebook Insta, Twitter and Linked In
- Experience in media / entertainment field preferable
- Great communication skills, both written and verbal
- Attention to detail - Immaculate spelling, punctuation and grammar
- Results-driven, always thinking of ways to improve and innovate
- Self-motivated and proactive, not afraid to get stuck in and get stuff done
- Open to long term contract role
- We are looking for someone who can start as soon as possible.