

# Head of Social, Manchester's Finest

**Position:** Full Time

**Salary:** £20-£25k, depending on experience

**Reports to:** Directors

<http://www.manchestersfinest.com>

We are looking for an energetic and motivated individual to join our team as Head of Social, who will be responsible for creating exciting new content for our social media platforms.

Those applying with a genuine passion for Manchester's food, arts and culture scene will have the advantage.

The role will be Monday - Friday full time, although flexibility will be necessary as content covered is often reactive, meaning out-of-hours and weekend work will be required.

The individual for this role will work proactively, sourcing and delivering their own content as well as working on anything handed to them by account managers and the wider team.

This is a unique opportunity to join a well-respected media company with a strong foothold in Manchester.

## **About Manchester's Finest**

Manchester's Finest is a media platform showcasing the very best in food, events, music, arts and culture across Manchester. We champion independents and provide a service for the betterment of our city's ecology.

We have grown our platform organically over the last 10 years and our audience is made up of people seeking new experiences.

Quite simply put, we strive to be the go to platform for recommendations in Manchester.

## **Responsibilities & Tasks:**

- Be a thought leader in recommending and implementing unique, relevant content - striving to be first at breaking new openings, new offerings and stories across the city.
- Shoot engaging UGC content and write captions that are informative, meaningful and will resonate with our audience.
- Actively generate ideas and help account managers with delivery of social content for clients.

- Manage the day-to-day handling of all social media channels such as Instagram, Facebook, Twitter and TikTok, adapting content to suit different channels.
- Leadership role in refining overall social content and distribution strategy.
- Engage and interact with our communities (ie. respond to comments, DM's and develop discussions).
- Plan social content and delivery using tools like Later and Hootsuite to manage multiple social media channels.
- Use social monitoring tools like Crowd Tangle and Tweetdeck to help with content discovery.
- Create and execute growth strategies for our social communities.
- Grow traffic to [manchestersfinest.com](https://manchestersfinest.com) from social sources.
- Analyse performance and present platform-specific insights and trends with the team; strive to continuously beat goals month-over-month to prove continuous success and growth.
- Analyse competitor activity.

#### **Essential Requirements:**

- Strong understanding and passion for Manchester's foodie, arts and culture scenes.
- A good eye for creating UGC content that has impact, using equipment including DSLRs and smartphones.
- Good editorial judgement and strong talent in storytelling.
- Excellent writing and communication skills.
- Super organised with the ability to juggle many platforms and priorities.
- Ability to thrive in a fast-paced, collaborative team environment but also have confidence in working alone to organise and deliver reactive content.
- Ability to build good rapport with clients to produce unique ideas and deliver content with meaning.
- Strong capabilities in brainstorming and creative thinking, as well as the initiative to see ideas through.
- A good understanding of how to reach and best speak to our target audience.
- Strong understanding of Instagram, Facebook, Twitter and TikTok.
- An aptitude for social media analytics, and the desire to connect data learnings to overall strategy in a meaningful way.
- Flexibility and willingness to work out of normal office hours.
- Basic Photoshop skills.
- An eye for detail and the ability to work accurately.

- Experience in generating and executing content / stories for a media publisher.

#### **Perks of the Job**

- Access to new goings on, first.
- Invites to exclusive events and openings.
- Loads of free food and drink.
- Free gig and festival tickets.
- Trips away.

**To apply please send a cover letter and CV along with some examples of your work / social accounts you have previously run to [steven@manchestersfinest.com](mailto:steven@manchestersfinest.com)**

**Applications deadline: 6th April 2021.**