

Social Media & Digital Executive



Danesmoor Group is a market leader specialising in the design, manufacture, and distribution of KBB products. A B2B supply chain is supported with established trade brands. Product development, innovation, and exceptional customer service, continue to be the driving force behind the business.

We have an exciting opportunity for a Social Media & Digital Executive. Working alongside the Senior Social Media & Creative Coordinator, the successful candidate will create and implement the groups social media strategy to increase brand awareness and engagement among the current and a new audience.

Key role & Responsibilities:

- Work with the wider team to plan and execute social media campaigns across the group
- Work across the groups B2C and B2B social channels
- Support content creation including copy, photography, and video alongside the wider creative team
- Scheduling and posting across LinkedIn, YouTube, Facebook, Instagram and Twitter social media accounts
- Ensuring websites are fully updated, showcasing our full product offering and service propositions to reflect current campaigns
- Work with marketing managers and an external agency to co-ordinate SEO & PPC campaigns
- Respond directly to customer enquiries and online reviews
- Measure and report on social media performance
- Support the wider team on ad hoc marketing tasks
- Writing content for blog and news articles and ensure content is regularly updated
- Keep abreast of the latest social media trends and platforms and report back to the team and senior management

Essential Requirements

- Relevant degree or experience in a similar role
- Good knowledge of social media platforms
- Creative mentality and approach
- Strong copywriting skills
- Excellent communication skills
- Good attention to detail and proofreading skills
- Strong organisational skills
- Proven track record in producing engaging marketing content
- Excellent interpersonal and collaborations skills
- A 'can do' attitude

Desirable Requirements

- Business to business experience is preferred
- Experience of working on CMS systems and websites
- Interest in home improvement/furnishings industry