

JOB TITLE: Digital Marketing/Social Media

BASED AT: Worship Street, London EC2/Home (hybrid working)

REPORTING TO: Head of Marketing

JOB ROLE & PURPOSE

We are looking for a Digital Marketing/Social Media talent to support our marketing team in executing and analysing campaigns across social media, email marketing, events, and sales activities. The ideal candidate will have a strong analytical mindset, creative thinking skills, design skills and a passion for marketing and sales.

KEY RESPONSIBILITIES:

- Develop and execute social media strategies to increase brand awareness, engagement, and followership.
- Create and curate engaging content (including text, image, and video) for social media platforms such as Facebook, Instagram, and LinkedIn.
- Monitor social media channels for trending topics, relevant conversations, and opportunities to engage with our audience.
- Interact with followers, respond to comments/messages, and foster a sense of community around our brand.
- Collaborate with the marketing team to plan and execute integrated marketing campaigns across multiple channels – blog, email marketing, campaigns.
- Assist in analysing marketing data, including website traffic, social media metrics, and campaign performance, to optimise strategies and tactics.
- Support the Marketing team in events and sponsorships

QUALIFICATIONS:

- 3+ years of experience in digital marketing or related field
- Strong understanding of digital marketing channels, including SEO, PPC, social media, email marketing, and display advertising
- Strong understanding of social media platforms and best practices for each (Facebook, Instagram, Twitter, LinkedIn, TikTok, etc.)
- Excellent written and verbal communication skills, with a keen eye for detail
- Creative thinking and ability to generate innovative ideas for content and campaigns
- Proficient in marketing automation tools
- Excellent analytical skills and experience with web analytics tools (e.g., Google Analytics)
- Strong project management skills

Job Description



How to Apply:

If you are a results-driven Sales & Marketing professional with a passion for achieving goals, we encourage you to apply.

Please submit your resume and a cover letter outlining your relevant experience and explaining why you are the ideal candidate for this role to marketing@tsm-uk.com