

ZETTELER

CREATIVE PUBLICITY

Social Media Manager

£28,000

East London

Are you an inspiring person to know/read/talk to?

Do you have an-depth understanding of social media?

Can you write sharp, engaging and spotlessly clean copy?

Are you comfortable with both big-picture strategy and laser-focused detail?

Great, because Zetteler Creative Publicity is actively seeking an enthusiastic, experienced and boundlessly creative social-media manager to help develop compelling content and effective digital strategy for our growing roster of clients in the art and design sphere.

At Zetteler, we create social and PR campaigns for a hand-picked group of clients across the creative arts. We need someone who can hit the ground at a gallop, taking an active role developing multiple social feeds across our portfolio. They'll be techy enough to understand the ever-changing landscape of social platforms and apps; nerdy enough to take pleasure in a well-crafted spreadsheet; pedantic enough to shudder at the sight of a wayward apostrophe; and creative enough to generate ideas by the dozen.

The ideal candidate is most likely a successful social-media manager in the marketing, lifestyle or design realm, with a track record of both generating demonstrable growth and proving it through concise, effective reporting. They'll be used to managing and inspiring a team, and able to rapidly build and nurture productive relationships with clients.

You'll take personal responsibility for developing feeds for several clients – taking into account the different tonal and content requirements for each – conceiving, writing and disseminating engaging blog posts, creating eye-catching visual assets, and supporting the wider development of the Zetteler business.

Responsibilities

- Leading Zetteler's social media department
- Creating and scheduling content for clients' (and Zetteler's own) feeds across multiple social platforms
- Developing ongoing social strategy for clients' social platforms
- Conducting daily channel maintenance
- Participating in social conversations on behalf of clients
- Coordinating monthly booster campaigns
- Creating monthly performance reports
- Checking all posts for accuracy and tone
- Supporting and mentoring Zetteler's social-media team
- Representing Zetteler at meetings and events
- Undertaking any necessary office-management and administration when required

ZETTELER

CREATIVE PUBLICITY

Skills

- IT proficiency
 - High degree of organisation
 - Boundless creativity
 - Impeccable spelling and grammar
 - An understanding of how brands differentiate themselves through tone of voice, brand associations and target audiences
 - Willingness to undertake independent research
 - An understanding of data analysis, and turning statistical insights into actions
 - A highly developed sense of humour
 - An affinity with the social sphere in general, and an instinct for effective engagement
 - Photo-editing skills
 - Ability to stay abreast with ever-evolving tech platforms, social apps, internet culture, and current affairs
 - Extensive knowledge of, and passion for, contemporary art and design
 - Buckets of self-motivation, a can-do attitude and the ability to think around corners
-

To apply, please send your CV and a cover letter explaining why you're the right person for the role to sabine@zetteler.co.uk by **Wednesday 19 October 2016**. Thank you!