



Job Description

Job Title: Social Media Account Executive

Reporting to: Account Manager & Managing Director

What we do:

Cunning Plan is a creative communications agency specialising in a wide range of services including Branding, Web Design, Digital Content, Search and Social Media.

We unearth insights and develop smart strategies that help our clients stay ahead.

The landscape is always changing, so we help our clients adapt, find a space they can own, play to their strengths and grow.

We greet each day with wide-eyed enthusiasm because we love what we do.

Every new challenge is there to be outwitted with a clever twist, a fresh approach, or a new way through.

Our current client list includes: Energizer Mobile, Warrington BID, Hallmark Hotels, Barons Quay and The Devonshire Hotel and Restaurant Group.

What we need

Due to some recent account wins we are looking for a new junior member of the team to help us to deliver award-winning campaigns for our brilliant clients.

We are looking for someone with a passion for social media and an excellent grasp of what compelling content looks like. With 1-2 years experience in a similar role you must be creative and organised with a keen eye for detail and a flair for drafting killer copy.

In return you will join an experienced team who will help you to develop your skills and industry know-how while working with cool brands to execute exciting campaigns.

You will have

- A degree and 1-2 years of interactive / digital agency experience working on digital / social strategies + campaigns, including some client-facing experience
- The ability to multi-task in a busy agency environment and great organisation skills
- Excellent time management skills and never miss a deadline
- Some client liaison skills and be willing to develop in this area



- A sparkling personality that will mesh well with the existing Cunning Plan team (we love smart people with a dash of quirkiness and humour)
- An insatiable curiosity and knowledge about all things social, web, and mobile
- The ability to write concisely without typo or delay
- Ambitions to progress to the next step and take on new challenges

Key responsibilities

- Working closely with the Account Manager to deliver successful campaigns
- Research and develop ideas for social media content
- Create graphics, GIFs and video for social media
- Generate engagement and monitor social media channels
- Draft briefs for the creative team
- Help to manage Cunning Plan's social media channels
- Draft blogs and website copy
- Assist with new business proposals and pitches
- Lead on administration ensuring that the office runs smoothly
- Attending client meetings when required
- Taking part in the agency podcast
- Staying ahead of social media trends and communicating them with the rest of the agency
- Managing social media advertising budgets
- Generating digital marketing reports for client meetings and weekly updates

Key Performance Indicators

- Agreed at appraisal and measured throughout the year

Availability

- Some flexibility in hours required to support the needs of the business including some national travel and occasional overnight stays.

To apply

- Please send your CV and a covering letter outlining why you are the best candidate for us to kate@acunningplan.co.uk
- Closing date: 16th August 2019
- Interviews to take place on Thursday 29th August 2019