



Social Media Account Manager H&H Reeds

Job Title: Social Media Account Manager

Reporting to: Head of Sales & Marketing

Overall Job Purpose:

To lead the delivery of social media marketing campaigns and work on content for large-scale website projects to enable H&H Reeds to be the chosen provider for design, website development, digital marketing services, print and signage.

Primary Accountabilities

Main Duties:

- to manage and optimise paid advertising campaigns, focusing on social platforms, project management, and creative collaboration
- to build and maintain strong, collaborative partnerships with key clients.
- to manage and optimise paid advertising campaigns on social platforms to achieve targeted goals within allocated budgets.
- to utilise copywriting skills for content creation for websites.
- to create and manage organic social content across multiple accounts.
- to develop engaging ad copy for various social media channels
- to manage social media and marketing content calendars.
- to collaborate with the team to meet deadlines and develop innovative campaigns.
- to maintain proficiency in social media analytics tools to track performance and optimise strategies based on data-driven insights.
- to create engaging graphics and videos for social media. Either by using Canva or Adobe CC software (desirable experience)
- to maintain high levels of attention to detail and visual aesthetics in all content.
- to stay informed about the latest trends, technologies, and best practices in social media marketing, and incorporate them into our strategy as appropriate.

Secondary Accountabilities

1. To maintain current knowledge with regard to Health & Safety and in particular to legislation relevant to the company in order to advise colleagues or seek advice accordingly.
2. Operational ad hoc duties.