

## Social Media Executive – October 2018

**Role:** Social Media Executive  
**Band:** C  
**Team:** Digital Services  
**Reports to:** Digital Manager

**Band Descriptor:** Specialist team members with experience of specific fields, amending and constructing processes to particular criteria. These roles will be technically knowledgeable in a defined field. May have some supervisory/team leader responsibilities.

**Contribution to Corporate Business Plan:** Collaborating and providing technical knowledge

### **Role Purpose:**

In conjunction with the Digital team and the Social Media Manager, the social media executive will use their creativity, excellent copywriting skills and social media know-how to manage social media activity for AHDB as well as its consumer facing accounts across multiple social media platforms. They will be the key stakeholder in delivering an engaging content strategy and other tactical social media activity to drive follower growth, engagement and website traffic. They will also facilitate any necessary issues management tasks across all social channels and platforms used by AHDB.

### **Key Responsibilities (please note this is not a list of each and every activity associated with these responsibilities):**

- Support the Social Media Manager in executing social media content and daily activities in line with the strategy to maximise awareness, engagement and traffic generation across multiple platforms. These platforms are predominantly Twitter, Facebook, LinkedIn and Instagram.
- Monitor social media conversation about AHDB, actively engaging with and responding to its social media community in the brand voice.
- Work with the various teams across the business to ensure effective delivery of content and offer advice and support as needed.
- Keep abreast of innovations within the social media and digital landscape and identify relevant opportunities.
- Act as an ambassador for the Social Media team and with the help of the Social Media Manager, ensure successes and learnings are showcased to the wider business.

### **Job Specific Activity (not a definitive list):**

- Use excellent copywriting and editing skills to create content that is suitable and engaging to the target audience.
- Responsible for ensuring social media posts are being delivered effectively – on the right channels, to the right audience at the right time.
- Monitor social media activity across multiple platforms and respond/manage any issues arising.
- Use current content as well as creating and commissioning your own to maximise the potential to reach and inspire AHDB social media audiences with compelling content.
- Seek out new opportunities to create relationships with influencers.
- Constantly monitor and evaluate AHDB social media activity to make recommendations using evidence-based reporting and analysis.
- Be responsible for reporting against KPIs set.
- Participate in creative sessions for social media and marketing content.
- Creation and management of paid social media advertising campaigns.
- Maintain accurate and up-to-date logins for all social media platforms using secure processes.

**Delegated Authority:**

- Budgetary responsibility in line with AHDB Standing Instructions
- Commission agencies delivery of social media solutions campaigns and projects in line with agreed project budgets

**Person Specification – Knowledge/Skills/Experience:**

- In-depth knowledge and understanding of Social Media platforms, their respective participants (Facebook, Twitter, YouTube, Instagram, Pinterest etc.) and how each platform can be utilised.
- Have proven experience managing social media accounts with an understanding of how to leverage each social media channel's algorithm to make content visible, clickable, compelling and shareable.
- Aware of developments in hardware, user experience, online best practice in the digital and social media arena
- Working knowledge of Social Media Management Software and Analytics Software e.g. Hootsuite
- Excellent organisational skills
- Strong attention to detail
- Good interpersonal and communications skills

	Area of Expertise	Level Required
1	Creating & Inspiring Commitment	2
2	Planning & Organising	2
3	Quality Ownership	2
4	Digital Communication	2
5	Marketing Planning & Campaign Implementation	2
6	Continuous Improvement	2

	Behaviours	Level Required
1	Customer Mind-Set	3
2	Performance Driven	3
3	Respecting Others	3
4	Working in a Matrix	3

Version	Date	Author	Description
1.0	May 2016	R Laverick	Original
2.0	June 2017	HR	Amended AOE