

JOB DESCRIPTION

Job Title	Social Media and Content Marketing Executive
Permanent/Full Time	Full time
Salary	Dependent on experience
Reports to	Head of Brand and Digital Marketing
Job Role	Combine your passion for sports and content creation at an ambitious and admired sports brand.
What you'll do	<ul style="list-style-type: none">• Plan, create and schedule content across Wattbike digital channels, including social media, email, blog and website• Provide reporting on content performance, using tools such as Google Analytics, Facebook Insights and Sprout• Work closely with the PR and Partnerships Manager to ensure all brand partnership opportunities are amplified, wherever appropriate, across digital channels• Work closely with the Head of Brand and Digital Marketing to ensure owned social media activity is aligned with paid activity• Be instrumental in the ongoing measurement of our content strategy, highlighting opportunities for improvement and ensuring agreed KPIs are met• Support in the planning and delivery of visual asset production, including photography and videography shoots• Attend events and capture brand content to be used on our channels
What you can bring	<ul style="list-style-type: none">• A natural ability to write copy that is grammatically accurate and tonally appropriate• Be bursting with ideas and an understanding of how to engage an audience

	<ul style="list-style-type: none">• Proven experience in content marketing and/or social media specifically• Experience with managing and reporting on budget spend• A clear understanding of channel-specific formats and how best to execute these• Experience in planning and delivering photography and videography, working with agencies and/or freelancers• An innate passion for digital content and ability to articulate sports and performance-based content into creative assets and campaigns
What we're looking for	<ul style="list-style-type: none">• A creative but analytical mind; you're just as comfortable poring over Google Analytics as you are writing a blog post• A natural writer with the ability to flex style dependent on channel and audience• Someone who lives and breathes digital content. Is your phone filled with screenshots of great content you've seen and want to emulate?• A team player, comfortable working collaboratively in a busy and ambitious team• A proactive, positive and highly motivated attitude• Must have a personal passion for sports, including cycling preferably
In return we can give you	<ul style="list-style-type: none">• A competitive salary and company pension• Access to company perks app with discounts on restaurants, shopping, utilities and more• Use of a Wattbike for your home• 25 days' holiday, rising to 26 in 2019, plus bank holidays