

JOB SPEC: DIGITAL / SOCIAL ACCOUNT MANAGER

An outstanding and completely unique opportunity for an ambitious and career-minded individual to develop and grow within a creative and collaborative environment. Maguires has an opening for the right candidate to help enhance, develop and expand its digital marketing division. The successful candidate will ideally have 3-5 years experience in digital marketing and be educated to degree level.

The successful candidate will be the foundation of Maguires digital comms team and work directly with the Creative Director, design team and web team to shape Maguires digital marketing division and to grow your own skillset in a mutually beneficial way - something simply not possible in larger agencies. Primarily, Maguires would look for the successful candidate to handle key clients' social channels and online marketing. You would work closely with the creative team to devise content strategies, deal directly with clients (both face to face and remotely) and implement these strategies accordingly. The role requires a keen awareness of contemporary culture and a thorough knowledge of each client's product, positioning and tone of voice. We would also look for the candidate to grow into a more traditional account handling role, ensuring all offline marketing needs are also met. The candidate must also have the ambition, appetite and drive to seek out and develop new client opportunities for the business.

Job spec would include:

Develop social media strategies on a client by client basis (understand client market, competition, appropriate message and media channels, developing content plan to deliver messages)

Daily management and monitoring of social media strategies to ensure ongoing synergy with client market

Creative thinking - develop creative, engaging and innovative social content to stimulate audiences and promote brand-focussed messages

Update client websites with well-written, SEO friendly content and imagery as and when required

Design and management of email campaigns using popular online e-marketing platforms such as MailChimp and Campaign Monitor

Regular monitoring and analysis of social media campaigns with effective tracking systems to gather data, determine efficiency and highlight areas for improvement

Ongoing Research and analysis of social media trends

Liaise directly with clients to ascertain creative brief, write brief accordingly and manage project until completion

Actively look to grow Maguires digital marketing division through pro-active lead generation and the ability to spot potential opportunities in the marketplace

Present as part of a 'pitch team'

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Salary:

Negotiable (depending on experience) Maguires are an outstanding employer based in the heart of Glasgow and offer an extremely attractive overall package with exceptional room for personal growth.

Think you fit the bill? Drop us your CV: talk@maguireadvertising.co.uk