

Freelancer, Social Media Marketing

The Creative Industries Federation and Creative England have joined forces forming the Creative UK group, recognising that we will be able to make a greater difference together than would be possible alone. We are the network for the creative industries and we know that connection changes everything. Our overarching mission is to leverage the economic, social and cultural value of the UK's creative economy to build prosperity and bring communities together.

An exciting freelance opportunity has arisen to supercharge our social media strategy and content through an exciting project launch campaign. We are looking for applicants with demonstrable experience and skills across social media strategy and management, content management, advertising campaigns and analytics. You will be driven by data and creativity!

The ideal candidate must be available immediately and have their own equipment to ensure efficient remote working. We are looking for someone who can commit to an average 3-4 days per week with flexible hours available.

CONTRACT: minimum 2 months, c15 days per month

FEE: up to £200* per day subject to experience

LOCATION: UK WIDE REMOTE

TO APPLY: Email a cover note and CV stating your availability and daily fee to jobs@creativeengland.co.uk by midday on **21st May 2021** at the latest. Selection calls w/c 24th May.

**inclusive of any applicable VAT*

SERVICES:

- Develop and implement the social media strategy for our latest project launch campaign
- Develop, implement, track and optimize our social media campaigns relating to the project launch across all channels including social media advertising
- Measure and report performance of all social media campaigns, and assess against goals (ROI and KPIs)
- Work closely with the Brand & Content Manager to develop and curate engaging social media content for the project launch campaign to excite our existing audience, expand our reach and grow our following
- Identify trends and insights, and optimize spend and performance based on the insights
- Collaborate with the marketing team to create landing pages and optimize user experience for our social media followers
- Write impactful, accessible social media copy that drives awareness of our company activity, positioning our brand and building momentum amongst our audience groups, whilst driving channel growth

The candidate:

- Proven working experience in social media marketing
- Demonstrable experience leading and managing multiple social media campaigns and platforms
- Experience in optimizing landing pages and user funnels
- Solid knowledge of social media analytics tools and reporting
- Working knowledge of ad serving tools (e.g., Facebook/Twitter/LinkedIn Ads)
- Design skills preferable
- Excellent copy writing ability, with experience writing succinct, impactful copy at pace.
- A strong editorial eye – ensuring a strong, consistent brand voice
- Ability to prioritise under pressure, multi-task and successfully juggle various social media channels

Diversity Changes Everything: We value difference and celebrate the creativity that it brings.

We are committed to improving diversity and inclusion across our organisation and industry by championing a variety of backgrounds, perspectives, identities and talents.