|  |
| --- |
| **4**  |

|  |
| --- |
| **0**  |

**Digital Community Executive**

**Location**

**:**

**Reporting To**

**:**

**Direct Reports**

**:**

**Role Title:**

**London**

**Forum and Community Manager**

**Team Size:**

**Why Join MoneySavingExpert.com?**

MoneySavingExpert.com is the UK’s biggest consumer website. It provides millions of users with free, independent, editorially led information about all things money. The goal for everyone working at MSE is simple – we’re dedicated to cutting consumer bills and fighting hard for financial justice for everyone. We get about 15 million MoneySavers to our website every month. Our weekly email is full of exclusive deals, tricks and MoneySaving guides, all aimed at helping people make the most of their cash. The MSE Forum is a lively and supportive community, with more than 1.5 million users taking part in three million discussions ranging from making the most of your credit card to good old-fashioned thrifty budgeting. In addition, our Cheap Energy Club takes the hard work out of switching energy and saving on energy bills while the newly launched Credit Club is a great way of managing an array of financial decisions.

But what really makes MSE stand out from the crowd is its [Editorial Code,](http://www.moneysavingexpert.com/site/editorial-code) which lies at the heart of everything we do. Regardless of your role at MSE, it’s everybody’s job to champion the consumer – and that makes us a truly unique, exciting and rewarding place to work. If you’re inspired by what we do or see yourself as a passionate consumer champion, and have the grit and enthusiasm along with the skills we seek, a career at MSE might just be the right career step you’re looking for.

**Why Join the *Social and Forum* Team?**

The Social and Forum team hold the MoneySaving community in their hearts. The team works across the large MSE Forum community and more traditional social channels, driving conversation, creative content and brand engagement across Facebook and Twitter, and developing strategy for Pinterest and Instagram.

This is a great opportunity for an energetic and creative Community Executive to own the social presence, represent the brand in a healthy and proactive manner and contribute to fresh creative content strategy.

**What will I be doing?**

As Community Executive you will sit within the Social and Forum team working with our Social Content Exec, Forum Exec, Forum and Community Manager and Video Producer. You’ll immerse yourself in our vast social audience to observe, engage, respond to and monitor conversational trends and users’ challenges, stories and experiences. You'll actively identify opportunities to engage our community in new ways and feed back insight and creative ideas to our social content strategy, helping to develop content and strategy that will resonate on social and maximise engagement with our audience. You will also coordinate with our Editorial team to feed back on new site content opportunities and gather detailed responses from our money experts to help users find the MoneySaving information they need.

Key Responsibilities:

* Overseeing large volumes of social enquiries, responding to these directly or escalating these to the wider Editorial team to gather appropriate responses.
* Direct community members to relevant site content: guides and tools, to boost traffic from social.
* Monitoring our community and beyond to spot emerging trends and discussions to develop and enhance social and main-site content.
* Identify opportunities to respond creatively and being able to act and deliver on these fast.
* Drafting copy for social posts, responses, announcements, editorial and community content for the weekly email, eg, ‘discussion of the week’.
* Moderate community comments and remove content which is offensive, abusive, defamatory or spam.
* Identify ways to promote and grow community following.
* Maintain a good relationship with our Editorial, Campaigns/PR and Deals teams to suggest site content ideas and feedback insight from the community.
* Help maintain and develop a house ‘tone of voice’ style that engages our existing and target community.

**What skills and experience do I need?**

**Essential:**

* Excellent written English with strong copywriting skills.
* Able to identify and consider cultural references to respond in context.
* A natural enthusiasm and awareness for social media, and desire to connect with others.
* Naturally creative with social content and channel features.
* Passion for MoneySaving.
* Comfortable relying on own initiative.
* Understanding/empathy for sensitive subject matter.
* Use of social media management tools/platforms.
* Some experience of the following:
	+ Experience of coordinating basic social video or imagery, eg, images, memes, GIFs, ‘Stories’, Snaps.
	+ Experience of using social scheduling or monitoring tools.
	+ Experience of overseeing a high-profile brand presence on social.
	+ Experience of successfully creating highly engaging social content.
* Degree-level or relevant experience within marketing, social media and/or journalism.
* Experience of delivering basic social reporting.

**Nice to have:**

* Zendesk or similar incident-logging system.
* HTML skills.
* UTM/click tracking.
* Google/Facebook/Twitter Analytics
* Experience of conflict resolution.
* Experience of coordinating content using specific platform features, eg, Twitter Moments, Instagram Stories or Facebook Live
* Experience of managing paid media

If you’d like to apply for this role please email your CV, covering letter and salary expectations to **jobs@moneysavingexpert.com**.