**MoneySavingExpert.com**

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| **PART 1: ROLE DESCRIPTION** | |
| ROLE TITLE: Social Community Executive | |
| REPORTING TO: Forum & Community Manager | DIRECT REPORTS: 0 |
| DEPT/SECTION: Editorial (Forum & Community Team) | TEAM SIZE TOTAL: 4 |
| **OVERALL PURPOSE OF ROLE:**  MoneySavingExpert.com is the UK's biggest consumer website with about 15 million users a month. The site's dedicated to cutting your bills and fighting your corner with journalistic research, cutting-edge guides and a large community – all focused on finding deals, saving cash and campaigning for financial justice.  As Social Community Executive you’ll immerse yourself in our hugely popular community, overseeing delivery of brand messaging, posts and engagement around our vast content archive of daily news, MoneySaving guides, weekly blogs and forum content.  You’ll also be accountable for the delivery of routine reporting, focusing on key metrics and qualitative insight, regularly seeking to identify editorial opportunities to innovate and develop our relationship with existing and new MoneySavingExpert audiences.  You’re an experienced, analytical and creative community manager with a passion for engaging and nurturing active online communities. Living our brand, you’ll give MoneySaving guidance to the people who need it most with an energetic, detailed and innovative approach to community engagement. | |
| **MAIN ACTIVITIES/TASKS**   * Deliver content planning and scheduling for the short-term and long-term posting plans. * Oversee response to all social media enquiries and where required escalate queries for specialist feedback. * Deliver routine reporting on weekly social media activity including Google Analytics, Facebook and Twitter insights. * Provide support and coaching to Editorial team members regarding social media strategy and content creation. * Support the delivery of live social event coverage (through Facebook Live, Periscope, Twitter Q&As, Instagram Stories, Snapchat, live-tweeting etc). * Editorial opportunity spotting – identifying and exploiting trends and engaging influencers. | |
| **ACCOUNTABILITY/RESPONSIBILITIES**   * Content creation, posting and scheduling across multiple channels. * Responding to user queries and brand engagement. * Routine reporting/data analysis on social channels and web traffic. * Growing the social channels and reaching new audiences. * Growing volume traffic from social to the rest of the MSE site. * Identifying new content and engagement opportunities within the digital community. * Supporting the team through training and education on social-media best practice. | |
| PART 2: ROLE REQUIREMENTS | |
| **REQUIRED KNOWLEDGE & SKILLS**  **Essential**   * Technically and digitally adept with the ability to drive and deliver corporate social media strategies. * Excellent written and verbal communication skills coupled with strong attention to detail. * Proven stakeholder relationship skills and the ability to collaborate with team members and various subject-matter experts to drive strategic outcomes. * Proven analytical and reporting skills. * Customer focused with the ability to exercise understanding and empathy when dealing with customer queries and/or sensitive subject matter. * Proven initiative to work autonomously and drive own work agenda. * Naturally creative, opportunistic and responsive; passionate about social media.   **Desirable**   * Knowledge or experience of traditional forum management. * HTML knowledge. * Image and/or video editing skills. * Writing for editorial context. | |
| **EXPERIENCE**  **Essential**   * Relevant degree qualification and/or demonstrated equivalent experience within marketing and/or social media. * Proven experience managing social or forum brand profiles. * Proven experience growing online following and maintaining high levels of social engagement. * Proven experience managing customer enquiries and high profile brand channels.   **Desirable**   * Experience working as part of a team. * Experience working in an editorial environment. * Experience overseeing live-streaming video. | |