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**4**

**Team Size:**

**0**

**Direct Reports:**

**Reporting To:**

**Deals & Social Editor**

**Location:**

**Role Title:**

**Social Community Executive**

**Rathbone Place, London**

**Why join the *Forum & Social* team?**

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.

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**Why this role?**

As Social Community Executive you’ll immerse yourself in our hugely popular community, overseeing the delivery of brand messaging, posts and engagement around our vast content archive of daily news, MoneySaving guides, weekly blogs and forum content. You will also contribute to 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 are an experienced and creative social executive with a proven passion for engaging and nurturing active online communities. Living our brand, you will impart MoneySaving guidance to the people who need it most with an energetic, detailed and innovative approach to community engagement.

**What will you be doing?**

**Main activity/tasks:**

* Produce relevant and engaging content for all MSE social channels.
* Deliver content planning and scheduling for short-term and long-term posting plans.
* Editorial opportunity spotting – identifying and exploiting trends and engaging influencers effectively.
* Deliver routine reporting on weekly social media activity including Google Analytics, Facebook and Twitter insights.
* Support the delivery of live social event coverage (through Facebook Live, Periscope, Twitter Q&As, Instagram Stories, Snapchat, live-tweeting etc).
* Provide support to editorial team in relation to social media strategy and content creation.

**Accountability/responsibility:**

* Content creation, posting and scheduling across multiple channels.
* Identifying new content and engagement opportunities within the digital community.
* Proactively liaising with other departments to boost social content.
* Routine reporting/data analysis on social channels and web traffic.
* Growing the social channels and reaching new audiences.
* Growing traffic from social to the MSE site.
* Responding to user queries and brand engagement.

**What do you need to excel in this role?­­**

**Essential:**

* Relevant qualification and/or demonstrable equivalent experience within marketing and/or social media.
* Proven experience of working on brand social profiles.
* Proven experience of growing online following and maintaining high levels of social engagement.
* Naturally creative, opportunistic and responsive with a proven passion for social media.
* Excellent written and verbal communication skills coupled with strong attention to detail – accuracy is paramount.
* Aware what rivals are doing and alert to new trends.
* Ability to keep calm and work efficiently and quickly under pressure.
* A hunger to try new things and grow social traffic across all channels.
* Proven analytical and reporting skills.
* User-focused with the ability to exercise understanding and empathy when dealing with user queries and/or sensitive subject matter.
* Proven initiative to work autonomously and drive own work agenda.
* Understanding of different content requirements across Facebook, Twitter, Instagram and Pinterest.

**Nice to have:**

* Experience working in an editorial environment.
* Experience overseeing live-streaming video.
* HTML knowledge.
* Image and/or video-editing skills.

To apply, please email your CV and a covering letter outlining why you're applying for this role to [jobs@moneysavingexpert.com](mailto:jobs@moneysavingexpert.com).