



Social Media Manager

Job Description

As a Social Media Manager at DTW, you will be a valued and relied upon member of our team, leading on paid and organic social media activity for our clients across the UK and beyond.

You will be responsible for developing and implementing social media strategies for clients and for DTW, applying your critical thinking and creativity to deliver campaigns across a range of social media channels – setting objectives, producing engaging content, managing paid and organic campaigns, analysing data, and reporting on ROI.

Working closely with colleagues from across the business, your role will be both strategic and hands on. You will represent DTW in a professional manner in line with its vision and values.

Key duties

- Designing and delivering creative, effective and engaging social media strategies that generate results for clients.
- Setting measurable objectives for social media campaigns and reporting on ROI.
- Managing campaigns across platforms including Facebook, Instagram, LinkedIn, TikTok, YouTube, and X.
- Effectively using tools such as Sprout, Meta Business Manager and LinkedIn Business Manager to manage client accounts and schedule content for clients.
- Creating highly engaging social media posts, including developing client copy tailored to platform that reflects brand voice and captures audience attention.
- Creating and/or coordinating engaging wider content such as blogs, articles, video, and other multimedia content for use across multiple social platforms; working alongside our design studio and video producers to adapt content to suit different channels and audiences.
- Building, managing and optimising organic and paid activity across social media platforms, creating campaigns that connect with target audiences and utilise strategic and trending techniques to generate results.

- Monitoring, tracking, analysing and reporting on performance of campaigns across social media platforms using Sprout Social, Meta Business Manager, in-platform analytics and advertising tools, and Google Analytics.
- Evaluating client social media campaigns to measure effectiveness and demonstrate ROI.
- Acting as Project Manager for DTW on client social media projects, ensuring they are being run effectively and recommending improvements to increase performance and success.
- Community management, including monitoring and responding to comments – engaging with members, stakeholders, and communities.
- Identifying key and emerging social media platforms, trends, algorithm updates, tools and techniques and converting them to meaningful solutions.
- Staying up-to-date with current events and online trends to identify appropriate and effective topical tie ins for clients.
- Client management and liaison via Teams, telephone, email, and in-person, producing contact reports and status update reports as required.
- Collaborating with colleagues and providing input into wider marketing and communications campaigns across the business.
- Business development activity for DTW.
- Business administration and other duties that may arise from time to time.