



## **JOB DESCRIPTION**

Job Title:	Social Media Manager
Division:	Marketing and Communications
Department:	Marketing
Salary:	£35,000 per annum
Contract:	Full time; Permanent
Reporting to:	Head of Marketing/Head of Digital Media and Publishing

### **Purpose of Job**

The V&A's Marketing Department is responsible for building the V&A brand across the UK and globally, promoting the V&A's world-famous exhibitions, galleries and activity with integrated, innovative and high impact campaigns, to attract and develop audiences across V&A sites.

This role will direct and implement an ambitious social media strategy for the V&A, creating compelling content to build reach and deepen engagement with our audiences, and to drive revenue. You will create, curate, and manage all social content to reach our local, national and global audiences. Being the internal social media champion, you will demonstrate its value and importance, championing best practice, and driving forward an innovative, social-media savvy culture across the organisation, providing leadership, support, guidance and training for other teams.

This role reports into the Head of Marketing and Head of Digital Media and Publishing, and line manages the Social Media and CRM Executive. It works alongside the CRM and Digital Marketing Manager, and liaises closely with colleagues across the Communications, Marketing and Digital Media teams, as well as curatorial, learning, development and commercial colleagues across the V&A.

### **Main Duties**

1. Lead, manage and continually refine the overall strategy for social media channels for the V&A, to gain and retain followers, drive digital reach, deliver visitors to the V&A's sites, generate revenue and increase engagement, and deliver excellent results against our objectives.
2. Together with the Social Media Executive, provide day-to-day management of the V&A social media channels (V&A in South Kensington, and V&A Museum of Childhood), ensuring an excellent balance of content and messaging by developing a comprehensive, content calendar of all social media across the V&A.

3. Create dynamic, creative, sharply written and well-produced content that resonates with target audiences, works on each platform, and supports our organisational objectives.
4. Line manage the Social Media and CRM Officer, including performance management, workload allocation and appraisal.
5. Working with the Marketing, PR and Digital Media teams, advise, commission, produce and develop social content for online audiences that promotes exhibitions, activities, projects, events and collections from across the V&A.
6. Work closely with Head of Content to ensure alignment with our content strategy and content production.
7. Lead the V&A's digital influencer strategy and activity, identifying opportunities, managing relationships and increasing advocacy and impact.
8. Manage paid-for social media campaigns and promoted posts, working with the Social Media and CRM Executive and alongside marketing colleagues, to ensure that the best results are achieved across paid, earned and owned channels.
9. Develop social media guidelines and processes, outlining our approach towards live moments, major announcements, sponsor acknowledgement and commercial activity; across staff use of social media; and across managing digital customer service / out of hours social media monitoring.
10. Analyse and report on social media channel and content performance on a regular basis, sharing learnings and continually improving content based on audience insight.
11. Develop direct relationships and partnerships with social media channel owners, positioning the V&A as market leaders, staying abreast of new functionality, developments and trends, and continually evolving the social media strategy accordingly.
12. Work closely with the CRM and Digital Marketing Manager to ensure digital marketing activity drives revenue and online engagement.
13. Be committed to health and safety and ensure familiarity with all of the Museum's health and safety policies and procedures.
14. Be security conscious, ensure familiarity and co-operation with all museum security procedures and ensure you wear a security pass at all times when on museum premises.
15. Promote equality and diversity in all aspects of your work by developing and maintaining positive working relationships, ensuring that colleagues are treated fairly and with respect/dignity and actively contributing to the developments that support the museum's strategy for widening inclusion, access and diversity.

16. Carry out other ad hoc tasks as required by the Head of Marketing.

## **PERSON SPECIFICATION**

### **Essential Requirements**

1. Proven experience creating and implementing a robust multi-channel social media strategy for a major brand or organisation.
2. Excellent copywriting, editing, digital production and proof-reading skills, with precise attention to detail, and the ability to tailor messaging to the target audience.
3. Expert knowledge of social media channels, tools, trends and technologies.
4. Significant experience of managing social media campaigns from initial ideas through to execution and evaluation.
5. Highly articulate with excellent written, presentation and verbal communication and interpersonal skills, and ability to work well and collaborate with staff at all levels.
6. Ability to read your audience, choose the right content for the right channels, and adapt and respond accordingly.
7. Significant experience of using social media management, social listening and analytics software.
8. Excellent analytical skills, with the ability to discern learnings from social media results and implement them into future campaigns.
9. Resourceful, proactive, independent and collaborative approach to working.
10. Strong project management skills, with an organised and flexible approach, the ability to prioritise workload, think creatively and manage a number of projects simultaneously.
11. IT literate with specific experience of using Microsoft Office programmes, alongside image editing software such as Photoshop.

### **Desirable requirements**

1. Knowledge of international social media channels such as Weibo.
2. Passion for social media and its ability to tell stories and connect with audiences.
3. Knowledge of digital marketing techniques such as SEO, PPC and CRM.

4. Qualification in marketing and/or digital marketing.
5. Knowledge of the V&A, its work and collections.
6. Excellent understanding and appreciation of art, design and performance.

## **OTHER INFORMATION**

### **Hours/Salary:**

Net working hours (i.e. excluding meal breaks) are 36 per week.

The salary for this role will be £35,000. Salaries are reviewed on an annual basis.

### **Annual leave:**

28 days plus 8 days public holidays.

### **Pension benefits:**

You will be auto enrolled into the Museum's Group Personal Pension Scheme and have the opportunity on completion of Probation to an enhanced pension provision, including an employer contribution of 10%.

### **Other benefits:**

Non-contributory life assurance policy (to value of 4 x annual salary).

An interest free season ticket or bicycle loan is available after three months.

Free entrance to all the major museums and exhibitions in London as well as many others.

Subsidised staff restaurant.

Discounts on purchases in V&A shops.

Childcare Voucher Scheme.

### **Application process:**

Please apply online via the V&A's website at [www.vam.ac.uk/jobs](http://www.vam.ac.uk/jobs)

If you are having technical difficulties applying online, please use the online chat functionality which can be found on the bottom right hand side of the form. Alternatively, you can contact **Vacancy Filler** directly on **01509 236434**, and quote the role reference number and your application number (if known). Please note, Vacancy Filler are contactable, Monday – Friday between 9.00am – 5.00pm.

If you have any queries regarding the role and/or the V&A's recruitment process, you can email us – [contacthr@vam.ac.uk](mailto:contacthr@vam.ac.uk) or telephone us on 020 7942 2937 (Working hours Monday – Friday 9.00am – 5.00pm).

**Closing date for receipt of applications is Friday 9 March.**

**Interviews will take place on Tuesday 20 and Thursday 22 March.**

**Interview expenses will not be paid unless there is a prior agreement.**