



## **Social media and email campaign executive – EMD UK job description**

As a social media and email campaign executive at EMD UK, your primary mission is to elevate our brand's online presence, drive engagement, and ultimately conversions through strategic and creative use of social media platforms and email campaigns.

In this role, you'll craft compelling, platform-specific content for channels like Facebook, Instagram, and LinkedIn, aimed at enhancing brand awareness and fostering meaningful interactions with our audience.

Collaborating closely with the marketing manager, you'll play a crucial role in planning and executing social media campaigns that resonate with our community, while also leveraging insights from data analytics to optimize content and advertising strategies for maximum impact.

You will be the bridge between EMD UK and its online communities, working diligently to curate content from across the business that supports our brand's goals, and ensuring our social media efforts contribute significantly to our overall conversion strategy.

Through innovative social media initiatives and effective collaboration, you'll help us build a dynamic and engaging online presence that reflects the values and objectives of EMD UK.

<b>Title</b>	Social media and email campaign executive
<b>Reports to</b>	Marketing Manager
<b>Line management responsibilities</b>	None
<b>Location</b>	Home-based, with some travel required for meetings and events

<b>Contractual Status</b>	Fixed term contract until March 2025, part-time (24 hours a week)
<b>Salary Band</b>	£25,020 - £33,030 pro rata
<b>Job Purpose</b>	Your primary mission is to elevate our brand's online presence, drive engagement, and ultimately conversions through strategic and creative use of social media platforms and email campaigns.
<b>Key Tasks and Responsibilities</b>	<p>Role specific:</p> <ul style="list-style-type: none"> <li>• Creating platform-specific content tailored for EMD UK channels, including Facebook, Instagram, and LinkedIn, to support brand awareness and engagement strategies.</li> <li>• Collaborating closely with the graphic designer to develop visually appealing and platform-optimised campaign graphics.</li> <li>• Actively engaging with online communities relevant to EMD UK, including responding to comments and queries as well as participating in other groups to boost visibility and engagement.</li> <li>• Partnering with the marketing manager to co-develop and refine social media campaign planning and strategy, ensuring alignment with overall marketing goals.</li> <li>• Monitoring social media trends, competitor activity, and platform updates to adapt strategies and content for maximum effectiveness.</li> <li>• Analysing social media performance data to identify trends, measure success against goals, and recommend adjustments to strategies.</li> <li>• Managing and optimising paid social advertising campaigns to target specific audiences, increase conversions, and maximize return on investment.</li> <li>• Working with various departments within the business to gather and curate relevant content that resonates with EMD UK's audience and supports campaign objectives.</li> <li>• Coordinating the social media content calendar, scheduling posts for optimal engagement, and ensuring a consistent and strategic content mix across all channels.</li> <li>• Producing and sharing regular reports on channel performance, campaign results, and insights with the marketing manager and relevant teams to inform future strategies.</li> <li>• Implementing SEO best practices in content creation to enhance discoverability and online presence.</li> <li>• Developing engaging video content for platforms like Instagram Reels and Stories to captivate the audience and encourage interaction.</li> </ul>

	<ul style="list-style-type: none"> <li>Organising and participating in virtual events or live sessions on social platforms to engage the community and promote EMD UK's initiatives.</li> <li>Ensuring brand consistency across all social media messages, visuals, and content in terms of style, quality, and tone of voice.</li> </ul> <p>Other:</p> <ul style="list-style-type: none"> <li>To administer processes of EMD UK</li> <li>To comply with all GDPR regulations</li> <li>To support the development of new and existing products and services.</li> <li>To attend meetings and events as appropriate on behalf of EMD UK.</li> <li>To support the EMD UK events programme and any relevant projects as required.</li> <li>To support the EMD UK staff team as required.</li> <li>Any other relevant task commensurate with the level of the role and as requested by your line manager or Chief Executive</li> </ul>
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## Person Specification

Qualifications, experience, knowledge, skills & attributes needed for the role

	Essential	Desirable
<p><b>Proven Experience in Social Media Management:</b></p> <p>Demonstrable experience crafting and managing content across platforms such as Facebook, Instagram, and LinkedIn.</p>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<p><b>Content Creation Skills:</b></p> <p>Strong ability to create engaging, platform-specific content, including text, graphics, and video.</p>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<p><b>Data Analysis and Reporting:</b></p> <p>Proficiency in analysing social media performance metrics and producing reports to inform strategy.</p>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<p><b>Knowledge of Social Media Trends:</b></p> <p>Up-to-date understanding of current social media trends, platform updates, and best practices.</p>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<p><b>Campaign Management:</b></p> <p>Experience in planning and executing social media campaigns that align with broader marketing strategies.</p>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<p><b>Collaborative Skills:</b></p> <p>Strong collaborative skills to work effectively with the marketing manager, graphic designers, and other team members.</p>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

<b>SEO Knowledge:</b> Understanding of SEO principles to enhance content discoverability.	<input type="checkbox"/>	<input checked="" type="checkbox"/>
<b>Excellent Communication:</b> Exceptional written and verbal communication skills, with a knack for engaging online communities.	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<b>Problem-Solving Skills:</b> Ability to quickly address and adapt to challenges or changes in social media landscapes.	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<b>Attention to Detail:</b> High level of attention to detail in all aspects of content creation and brand consistency.	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<b>Degree in Marketing or Related Field:</b> A bachelor's degree in marketing, communications, or a related field is advantageous.	<input type="checkbox"/>	<input checked="" type="checkbox"/>
<b>Paid Social Advertising Experience:</b> Experience with managing and optimizing paid social advertising campaigns.	<input type="checkbox"/>	<input checked="" type="checkbox"/>
<b>Influencer Marketing:</b> Knowledge of influencer marketing strategies and experience in managing influencer partnerships.	<input type="checkbox"/>	<input checked="" type="checkbox"/>
<b>Video Production Skills:</b> Skills in producing and editing video content for platforms like Instagram Reels or YouTube.	<input type="checkbox"/>	<input checked="" type="checkbox"/>
<b>Event Management:</b> Experience organising and participating in virtual events or live sessions on social media.	<input type="checkbox"/>	<input checked="" type="checkbox"/>

This job description is not to be regarded as exclusive or exhaustive. It is intended as an indication of the areas of activity and can be amended at any time in response to the changing needs of the organisation.

## Company Description

EMD UK is the national governing body for group exercise, dedicated to achieving a vision of healthier communities through group exercise. We collaborate with group exercise instructors, fitness brands, leisure operators, and physical activity organisations across the sector to inspire people of all ages and abilities to participate in physical activity.

Our organisational values outline our dedication to the needs of stakeholders and communities within the fitness sector. Through support, collaboration, inclusivity, acting with integrity and progressing with ambition, we are seeking to develop stronger resource and governance for all fitness instructors and those who participate in group exercise.

## **Commitment to Diversity & Inclusion**

EMD UK's commitment to inclusive hiring means that we actively seek out candidates from diverse backgrounds and perspectives. We strive to create a hiring process that is fair, transparent, and free from bias, ensuring that every candidate is evaluated based on their skills, qualifications, and potential to contribute to our team. We recognise the importance of building a workforce that reflects the rich tapestry of human experiences and perspectives, and we are dedicated to creating an environment where every employee feels valued, respected, and empowered to succeed.

Part of this commitment is ensuring that we have a transparent hiring process, and we encourage anyone who needs reasonable adjustments to their application or interview to make us aware. This will be part of our ongoing promise to diversity and inclusivity.

## **Why join Team EMD UK?**

We offer a range of benefits to not only advance your career but boost your personal development too. Our employees have access to:

- 25 days annual leave (pro-rata) plus bank holidays
- Your birthday off!
- Pension scheme
- Flexible working
- 30 minutes every day to exercise your way
- Employee Assistance Programme and Helpline
- Discounted gym membership
- Healthcare scheme
- Life insurance
- Childcare contributions
- Savings on holidays, theme parks, retail discounts, and attractions
- Two days per year to volunteer for causes close to your heart
- Cycle2Work scheme
- Teambuilding days

## **Application & Interview**

The EMD UK application is an online form which allows you to input your work history, skills and relevance to the job description or to upload a CV and covering letter which includes this information. There is an additional anonymous Diversity Monitoring Form which we ask you to complete alongside your application.

If you require any reasonable adjustments to your application or any part of the recruitment process, then please contact our People Manager at [sarahp@emduk.org](mailto:sarahp@emduk.org). Sarah will be able to tailor your needs to create a fair process where you can put forward

the best version of yourself for consideration. Reasonable adjustments include but are not limited to viewing any interview questions ahead of time, access to tasks expected in the process or interpretation support.

**The closing date for this application is 9am on Monday 13<sup>th</sup> May 2024.**

**Shortlisting will take place between 13<sup>th</sup> and 20<sup>th</sup> May 2024.** If you have not heard from EMD UK by this time, your application has unfortunately been unsuccessful however we welcome your application for future job roles at <https://emduk.mykajabi.com/careers>.

If shortlisted, you will be required to complete a short task relevant to the job description that will allow you to showcase your skills and experience. This task will form the second phase of shortlisting and **those invited to interview will be asked to do so between 27<sup>th</sup> May and 7<sup>th</sup> June 2024. Interviews will be hosted online via Zoom.** If you are not invited to interview after task completion, you will be contacted by the hiring manager or People Manager to inform you.

Your pre-application and pre-interview contact is our People Manager, Sarah Partington via email at [sarahp@emduk.org](mailto:sarahp@emduk.org).