
The Foundation Social Media Specialist

Job Description

Submission Deadline

30.04.21





As a Social Media Specialist you'll be at the forefront of delivery, working collaboratively with our creative and strategy team, and managing campaigns that achieve meaningful results for our clients.

Job Purpose

Manage social media activity and campaigns for a broad range of clients.

Work with the studio and client services team to interpret briefs, provide creative ideas and implement plans.

Support the Digital Media Manager and Client Services Director to implement effective processes and client delivery around social media activity.

Ensure that social media activity is efficient and effective for our clients and continually optimised.

Support the team across the business in driving our marketing efforts for The Pierce Partnership.

A Bit About Us...

We have been creating and developing market leading brands in the UK and Ireland for almost 30 years. We work with senior teams in organisations on some of their biggest challenges; understanding each unique context and then applying strategic and creative expertise to help them:

Prepare and deliver their marketing strategy.

Succeed in their chosen markets.

Win and retain new customers.

Grow and engage their team

Our Culture

Success for us is more than just surprising and delighting clients – attracting and developing people with the personal values, skills and attitude that will fit and grow our team are crucially important to us too.

The things that define us are:

We focus on why:

Getting under the surface of the challenge, so that we can add real value.

We deliver wow:

Just doing the job isn't enough.

We help others:

We think about how we can help our clients, our colleagues, anyone we encounter.

We look for better:

Standing still isn't an option for us; we work hard to keep improving

The Foundation is one pillar of The Pierce Partnership which brings together specialisms across brand, digital engagement and print services. All based in one location just outside Belfast City Centre, this unique collective allows us to offer a fully integrated marketing service that ensures specialists are involved, whatever the challenge.

What's the Brief?

We're looking for a hands-on creative mind who has an eye for detail and a focus on achieving results. We need a positive person who enjoys the buzz of agency life, and who thrives on solving problems and delivering results. A multi-tasker who can juggle multiple tasks flawlessly, and looks for ways of improving processes. Someone who is a real team player – true to their word, with experience of working with others to get great results.

The day to day

By no means an exhaustive list, the below are what we consider important to this role, but you'll help to work with us to shape these based on your skills and those of the overall team:

- The ability to gain a thorough understanding of the motivation, desires, challenges and situation of your clients.
- Develop and maintain meaningful relationships with your team, delivering an experience that aligns to our values and delivers results.
- Developing social media calendars
- Posting organic social media across Facebook, Instagram, Twitter + LinkedIn.
- Activating paid social media campaigns.
- Optimising campaigns (targeting, budgets, assets, traffic and performance).
- Analytics and reporting skills for social traffic.
- Act as a brand ambassador for the business in every engagement, creating new connections and opportunities.



Essential Criteria

2+ year in a marketing agency role, with a focus on social media planning and activation.

Experience of working with both B2B and B2C clients across a range of different industry sectors.

Competent in Microsoft Office.

Up to date driving license.

Desirable Criteria

A track record in Business Development.

Marketing Communications related Degree.

Experience of working with Synergist or similar job management platform.

What we offer

The perfect work-life balance looks different for each of us dependent on priorities, interests, ambitions and life-stage. Inside and outside of work we make a real effort to get it right for our team, and these are some of the things that add to life in The Foundation:

- Competitive salary
- Flexible hours
- Rewarding and interesting work for big name clients
- Your voice in how the company works
- Westfield Health Corporate Cash Plan
- Employee Referral Scheme
- Contributory pension scheme incl. life insurance
- Training and development opportunities
- Free Car Parking
- Working within a collaborative and supportive team environment

What we'd like to see...

If this sounds like it's for you, please get in touch by sending a tailored CV to erin@thepiercepartnership.com detailing your qualifications, experience and fit for this role.

For shortlisting we will initially apply essential criteria to applications but reserve the right to apply the desired criteria if we have a high number of applicants.

We are an Equal Opportunity Employer.

Please note that Applications received after the closing date will not be accepted.

Applications to:
erin@thepiercepartnership.com

Job Ref:
TF/SM/0421

Reporting to:
Digital Media Manager

Salary:
Negotiable depending on experience

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30.04.21 – 4pm