

Social Media Marketing Associate

PURPOSE:

This role will provide key support to the Social Media and Digital Marketing function in a range of activities, including social media, CRM database management, MI reporting and thought leadership. The successful candidate will focus on three main areas of support, but may need to undertake other activities as reasonably required. Prior work experience in running social media is required for this role in order to take over management of the business profiles. This individual should also show that they were willing to participate in activities above and beyond their academic studies. The successful candidate will need a clear understanding of wider marketing activities in order to leverage this knowledge across social and to prospects on the 7IM Marketing Database.

RESPONSIBILITIES:

1. Social Media

- Run the organic social media for 7IM under direction from Social Media Manager by building a detailed awareness of social to support the distribution of relevant content, engaging with 7IM's followers and audiences, while researching current and future trends
- Understand both the adviser and private client audience types in order to deliver correct messaging through the relevant channels
- Work with internal and external teams to create, engaging, fun and "snackable" content, on low budgets
- Create strategic campaigns with unified messaging that matches current marketing team content over digital advertising, print and website
- Work with the in-house content manager to share relevant content but also to feedback on trends and top performing topics to them – helping to drive direction with this understanding
- Assist in the setting up and running of paid social media lead generation campaigns
- Analyse social media activity on a monthly basis, looking for new ways to improve the running of the accounts
- Capture professional imagery at events and around the office.

2. Marketing CRM Database

- Support the Social Media and Digital Manager in running of the 7IM Marketing CRM Database
- Assist with managing data from internal and external sources before input into the system
- Assist with managing user consent in line with GDPR
- Assist in the running of marketing lists, understanding different lead generation sources and segmentation of these
- Assist in set up of "nurture" campaigns and the implementation and management of campaign automation

3. Reporting & Research

- Assist with the compilation of marketing reports drawing information and statistics from multiple sources
- Undertake competitor and new trend research, feeding back findings to the relevant people
- Develop an understanding of the analysis and reporting mechanisms required to ensure that marketing activity can respond to results to improve impact and meet regulatory requirements
- Run monthly meetings that allow wider marketing campaigns to be analysed.

JOB DESCRIPTION

SKILLS:

- Can show strong use of social media and understanding of new digital trends
- Can show good ability to create professional and appealing assets (photographs and videos)
- Organised and able to manage multiple tasks based on the priorities of the business
- Excellent verbal and written communication skills
- Keen attention to detail and consistency
- Interest in the asset management industry
- Flexible and comfortable when plans change – a positive outlook to see changes as opportunities
- A true team player
- The appetite to increase knowledge to best support our marketing efforts

KNOWLEDGE:

- Able to work effectively both independently and in a team environment – adaptable and reliable with a strong 'can do' attitude
- Capable of working in a fast paced dynamic environment, drive forward key initiatives and manage workflow on simultaneous projects
- Keen to develop their skills in marketing in asset management
- Keen to develop their skills in social media and CRM management
- Keen to develop their skills in attribution and analytics

QUALIFICATIONS:

- No specific qualifications are required but the candidate should be well educated – English and Maths at good grades at a minimum
- HTML and basic design skills would be an advantage
- Experience using CRM system would be an advantage
- Experience using Google Analytics and other analytics packages would be an advantage
- Experience of social media management is required

OTHER RELEVANT INFORMATION:

- Reports to Digital and Social Media Manager
- A flexible approach to working hours is required – there will be some days when work simply needs to be completed and occasional late night or weekend working will be required
- A great sense of humour is a pre-requisite
- Some travel to the Edinburgh office may occasionally be required
- Working in a small team, this person must be willing to do a whole range of tasks
- The candidate will need to understand and subscribe to 7IM's mission and tenets and in particular the Treating Customers Fairly requirements