



JOB DESCRIPTION

Job Title	Social Media Content Manager
Reporting to	Head of Marketing Communications
1. SCOPE OF ROLE: Develop broader (# of subscribers/followers/fans) and deeper (frequency of engagement) connections between Speedo and it's consumers by planning, creating & delivering rich, innovative, sharable content in line with brand strategy.	
2. KEY ACCOUNTABILITIES: <ul style="list-style-type: none">• Work with a cross functional team to maintain and develop the master content calendar for web properties• Create & update content (copy, images and graphics) on Speedos online platforms on a daily, weekly, monthly basis (Speedo.com, Facebook, YouTube etc)• Design & coordinate and implement social media campaigns to support company initiatives & new product launches• Manage regularly and timely participation in conversations that surround our content and brand• Copyedit and proofread online content• Refine Speedo's online tone of voice & develop guidelines for contributors• Track and report performance & insights on all social media activity• Research & recommend new opportunities for online initiatives & social media marketing	
3. SKILLS AND KNOWLEDGE <ul style="list-style-type: none">• Strong team player• Track record in social media participation (Facebook, twitter, YouTube etc)• Excellent copy writing and communication skills• Strong visual presentation skills & able to create online graphics, images• Understanding of how tagging & content impact natural search traffic and rankings• Demonstrate good use of reports/analysis to plan actions and improvements• Experience utilizing emerging technologies, including mobile, social and online video• Organised & process-driven, with focus on deadlines, measures and results	
4. EXPERIENCE AND EXPOSURE <ul style="list-style-type: none">• 3-5 years experience in a digital environment• Essential : Understanding of HTML, CMS, e mail & basic Photoshop skills, social media• Desirable: CSS, Dreamweaver, Illustrator, Fireworks, Flash, Coremetrics	
5. KEY REPORTING RELATIONSHIPS <ul style="list-style-type: none">• Internal: Marketing Communications, PR, E-Commerce & Digital team• External: Group Marketing, Marketing / Digital / media agencies	
6. MEASURES OF PERFORMANCE <ul style="list-style-type: none">• Integration of online & social media and platforms into overall marketing plans• Increased size and depth of engagement for Speedo's fan/follower/subscriber base. Consumer participation via social media programs on Speedo platforms• Frequency & quality of online content updates and the effect on subscription, sales & engagement• Budgetary control	

This job description is drawn up with flexibility in mind. Due to the changing needs of the business the job will also evolve and change to meet new business requirements. The job Description will be updated on a regular basis in conjunction with the current job holder.