

# Senior Social Media Manager Entertainment

**Based:** London, Great Portland Street - Location to be as required

**Reports to:** Head of Social Activation

**Group Overview:** A leading management and professional services company based out of the UK and US, YMU provides a portfolio of services to a wide range of clients consisting of leaders in entertainment, film, music, radio, television, and sport, including athletes, authors, digital influencers, media rights holders, musicians, producers, TV personalities and voiceover artists.

**Job Purpose:** We are looking for a senior social media manager with excellent editorial judgement and platform knowledge, and a flair for innovative content creation.

**Our Core Values:** ***We are client first:*** The Group's entire purpose and DNA is centred around serving our clients first and foremost

***We are collaborative:*** We are the many not the few. Clients can access breadth and scale of our service

***We are curious:*** Our clients expect us to be progressive, innovative and informed.

***We are egoless:*** Team is at the core of everything that we do, and the strength of the team is in the collective, not the individual

***We are courageous:*** We are clear about who we are even when that can be deemed as controversial

## Key Responsibilities:

- Working alongside our Talent, their management teams, production, and commercial partners to produce and manage innovative social first content
- Create and maintain the social media schedule with clear deliverables of weekly output
- Use social reporting and analytics tools to ensure, month on month, that the strategic approach is effective and present this to management
- Understand each client's tone of voice, producing new ideas and creative ways to connect with their audiences across their existing or emerging social platforms



- Audience development, positioning & growth, building on strong relationships with the social platforms themselves, producing bespoke creative strategies for each channel that is designed to increase engagement & discoverability
- Contributing productively to brainstorm and ideation sessions
- Presenting ideas to clients and their management team
- Developing engaging social formats to support positioning and increase reach, as part of long-term commercial strategies across socials
- Website project management and editorial, driving affiliate opportunities where applicable.

### **Person Specification:**

#### *Essential Requirements*

- A strong understanding of how an Entertainment brand is developed across multiple digital platforms
- Keen awareness of current social trends and digital technologies
- Significant knowledge of digital technologies and social platforms
- Have a passion for TV and Social and understand how best to connect to and engage an audience
- You can create social media graphics (Canva/Photoshop) to a high standard
- Ability to shoot, produce and edit video would be desirable
- Strong attention to detail
- Excellent written copy
- Experience working with talent and production teams desirable
- Experience in journalism, publishing or a related field would be desirable
- Ability to travel into London and other locations, and to work out of hours (for live events/ podcast recordings) as required

### **What we Offer...**

We offer a wide variety of benefits including:

- Unlimited holiday
- Access to flexible working conditions
- Bonus scheme
- Private medical after 12 months' service
- Life Insurance
- Enhanced parental leave
- Staff equality share scheme
- 24/7 Employee Assistance Programme
- Cycle to Work Scheme
- Mobile phone bill expensed (up to £50)
- Free license to LinkedIn Learning
- Mental Health & Wellbeing Initiatives
- Diversity & Inclusion Committees – more information can be found [here](#)

### **Equal Opportunities**

YM&U Group is an equal opportunity employer. All qualified applicants will receive consideration without regard to protected diversity characteristics such as race/ethnicity, religion, sex, sexual orientation, gender identity, national origin, disability or veteran status. All successful job applications are subject to referencing and background checks.