

Job description

Job Title: Social Media and Content Executive

Date: October 2021

Reporting to: Communications and Content Manager

Location: London – hybrid working post-pandemic

Overview

CI Arb is passionate about promoting a harmonious society, helping people and organisations avoid, manage and resolve conflict through our global network of over 18,000 members. We are the leading global professional membership organisation representing the interests of alternative dispute practitioners worldwide. As a not-for-profit, UK registered charity, CI Arb works in the public interest through an international network of 41 branches.

Job Overview:

CI Arb has a great opportunity to grow global engagement through its social media channels. With a new organizational strategy, we see social media as a key focus. This role will drive CI Arb's social media campaigns and be responsible for promoting our products and services through content marketing and social media activity. The role is responsible for promoting CI Arb activities and to provide effective support to raise the profile of CI Arb and increase the level of engagement with key audiences. The role will work with all internal teams to help them achieve their objectives and wider organizational goals.

Key Responsibilities:

Social Media

- Working closely with the Communications and Content Manager, you will play a lead role in the development and delivery of the social media strategy, ensuring our brand identity is appropriately managed and delivered across social and other channels (on and offline).
- Evolve and develop existing social media efforts in the context of our new organizational strategy, and social media strategy, as well as our external comms objectives.
- You will scale our brand messaging and look to amplify activity with media and industry partners.
- Good knowledge of Social ad platforms and ad setup & experience in paid social execution and optimization, along with budgeting experience.
- You will be responsible for staying on top of platform changes and trends be up to speed with platform best practice, regularly sharing this knowledge with the team and presenting test strategies and ways to innovate, in line with marketing objectives.
- Maintain a proactive approach to ensure that the efforts deliver against our objectives resulting in (e.g. engagement targets, member leads generated and converted.)

Content production

- You'll have an instinct for great content that will cut-through and will be able to put this into practice. You will plan, create and deliver compelling short form mobile first content to support a

regular program of content delivery (video and static)

- You're a natural writer and you'll be able to work with colleagues from across the organization to create persuasive content that serves the needs of the organization.
- You'll edit stories, publish and share content from other colleagues that supports the wider marketing strategy and builds meaningful connections with our audiences & partners.
- We'll be looking for content and creative copywriting skills, particularly appropriate for mobile first formats (short form video, familiarity with formats such as 6:9 etc).

Reporting and analytics

- You'll develop a measurement dashboard and ensure appropriate monitoring is in place so that our social media effort measurably impacts overall marketing KPIs.
- Maintain awareness of industry and competitor trends, social trends, innovations, and developments and use this knowledge to inform on-going strategy and tactics
- Stay up to date with platform updates and training programmes by LI, Google and FB as a minimum
- Understanding of insights tools provided by platforms.

Requirements:

Essential:

- Experience in leading social media implementation and an in-depth understanding of social media platforms and formats
- Experience of creating and writing social media posts that engage audiences. B2B experience of particular interest
- Working knowledge of Hootsuite, Tweetdeck or similar
- Experience in commissioning and coordinating a content plan
- Have the confidence, communication skills and knowledge to advise CI Arb on its social media strategy and comms
- Be a self-starter, able to work autonomously
- Have excellent spelling and grammar
- Flair for copywriting: you will be the voice of CI Arb on social media

Desirable:

- Experience in working with subject matter experts to ensure factual accuracy of responses
- Experience of working for a Chartered Institute, professional body, trade association or membership organization
- Have an understanding of, and enthusiasm for video content
- Experience in dealing with media

Summary terms and conditions

Contract: Permanent , Full-Time (35 hours per week)

Salary: £27,500 per annum

Annual leave: 25 days holidays per annum plus UK bank holidays

Pension: Generous Pension Scheme (from day one of joining CI Arb)

Healthcare: Company scheme subject to terms and conditions.

Life assurance: Company life assurance scheme.

Other Benefits:

- Season ticket loan
- Cycle to work scheme
- Perkbox (employee money saving platform)
- Flexible working hours
- EAP (Employee Assistance Program)
- Social events e.g. Christmas party, summer party, International day, Charity events
- 1 a day (Fruit in the office)

Location: CIArb Head Office, 12 Bloomsbury Square, London, WC1A 2LP

Notes: **We are keen to encourage applicants from all identities and walks of life.**

Apply: To apply for this job opportunity, please click on [APPLY HERE](#)

Closing date: 10 November 2021