

ROLE	EU SOCIAL MEDIA, COMMUNITY, ONLINE PR, CONTENT, EVENTS AND PAID SOCIAL EXECUTIVE
STATUS	Full-time
START DATE	Oct 2015 (ASAP)
SALARY	25-35k (DOE plus benefits)
BENEFITS	<p>As well as a rewarding career, development opportunities and a competitive salary, you'll also enjoy 23 days holiday (plus Bank Holidays). We believe it's important that you have all the support you need, so you'll also benefit from sick pay plus a company profit scheme. Of course, as everyone loves new power tools, you'll also get free products to improve your home plus state-of-the-art:</p> <ul style="list-style-type: none"> • 17" Apple Macbook Pro (fully-loaded with Social APIs) • iPhone 6 Plus and Go Pro

CLOSING DATE End of September 2015

OVERVIEW

Great opportunity for someone who lives and breathes Social Media in a commercial capacity and to join an enthusiastic and vibrant digital marketing department with excellent long term career prospects, in a company achieving sustained and rapid year-on-year growth with offices in the UK, USA, France, Japan and China.

It's an exciting time to join us. We're selling more power tools, in more places, to more people than ever before. We're a £27 million business operating in more than 27 countries. With a rich history and exciting future, Evolution aspires to be one of Britain's great iconic brands. We are proud that our Head Office and Distribution Centre are still located where the Evolution story began in 1992. Sheffield, the Steel city in Yorkshire is the nerve centre of our global business and home to support functions that drive and support our global growth.

We are looking for an achiever who can take ownership of the Content and Online PR offering within the business. We want an ambitious person who can pick up the role quickly and add real value to our on-going earned media programmes and execute projects. We are looking for an experienced operator, working in a PR, Content or Social Media role who has a strong interest and knowledge of power tools, social media and vlogging/SEM blogging, as well as traditional PR methods and digital marketing in general.

Having successfully managed social media accounts for global or national brands you will have a proven track record of improving KPIs over a period of at least two years. You will have hands-on experience of working with Facebook, Twitter, Instagram, YouTube, Pinterest and Google+. A knowledge of social media management tools like Sprout Social and an in-depth knowledge of paid advertising solutions across these platforms. You will have strong analytical skills and experience in social media engagement reporting. And you will have the editorial/copywriting skills that allow you to communicate effectively and accurately with audiences in social media.

You will be a key part of a brand new digital content team. Utilising revolutionary social listening tools you will work with the new team to create ground breaking digital content to help enter into meaningful conversations with global communities. You will take ownership of our social media channels and you will become the voice of the brand across social media and an advocate.

As Social Media Manager, you will also have digital marketing experience and ideally a background in e-commerce and retail. Your attention to detail and strong planning skills will enable you to effectively manage multiple projects at a time, while your excellent communication skills will ensure you build strong relationships with your influencers.

You will work closely with the marketing and product team and external parties to increase brand awareness, change brand perception, generate inbound traffic, conversations, encourage sales and increase loyalty.

EXECUTING DIGITAL COMMUNICATIONS/MARKETING STRATEGY

You are responsible for delivering the strategic communications/marketing plans and to provide concept direction for the company's public-facing communications.

CONTENT CREATION AND REPURPOSING

Creating posts, editing video via API's, communications materials and material for social media channels.

SOCIAL MEDIA MARKETING

Creating, managing, distributing and growing the company's presence through vlogging, Twitter, Facebook and other strategically relevant online properties.

EVENTS AND EVENT PLANNING

Organising and attending industry events and planning meet-ups for your community.

REPORTING AND ANALYTICS

Providing monthly reports regarding Evolution's KPI's.

- Evolution is looking for an experienced social media manager to continue the expansion of their online community.
- Responsible for the distribution of content via social media as well as third party sites, partners, influencers, vloggers, etc.
- Become an advocate of the company in social media spaces, managing channels to engage in dialogue and direct questions where appropriate.
- Drive favourable word-of-mouth and engagement in online social media and offline channels that ultimately helps Evolution achieve their business goals.
- Create or curate relevant, compelling, engaging social media content to reach our dealers' ideal customers.
- Increasing awareness of the Evolution brands through social media, PR, and other outbound communications using compelling content.
- Perfect grammar but not a robot, a brand voice with more than one language per customer buying persona.
- Support the development of the advocate programme.
- This person will develop sustainable streams of content to expand our company's digital footprint, awareness, subscribers and lead generations.

REPORTING TO

- CEO and Marketing Manager (MG, TL)

KEY INTERNAL RELATIONSHIPS

- Customer Service Manager (KL)
- Digital Design Team (MR, DM)
- Commercial Executives (DS, AB)

KEY EXTERNAL RELATIONSHIPS

- Influencer relationships (dealers, vloggers, advocates, end-users)

SKILLS, EXPERIENCE AND COMPETENCIES

SELF-STARTER

Excited by the opportunities, resourcefulness and nimbleness required of a new digital start-up.

EXCELLENT COMMUNICATOR

Uses varied vehicles and opportunities to promote dialogue and develop shared understanding and consensus. Maintains continuous, open and consistent dialogue with key influencers.

TECHNOLOGICALLY SAVVY

Possess working knowledge of the use of technology to streamline processes with a specific emphasis on the Adobe Creative Suite of products and leading social API's.

SOCIAL MEDIA SAVVY

Working expertise among breath of social media networks (FB, T, YT).

CRITICAL AND ANALYTICAL THINKING

Using logic and reasoning to identify the strengths and weaknesses of alternative solutions, conclusions or approaches to problems. Ability to review and dissect information and can apply analytic concepts and calculations.

JUDGMENT AND DECISION MAKING

Considering the relative costs and benefits of potential actions to choose the most appropriate one.

PROBLEM SENSITIVITY

The ability to tell when something is wrong or is likely to go wrong. It does not involve solving the problem, only recognising there is a problem in product development.

CUSTOMER AND PERSONAL SERVICE

Knowledge of principles and processes for providing customer and personal services. This includes customer needs assessment (and working with employees at all levels of the organisation), meeting quality standards for services and evaluation of customer satisfaction.

LEAD WITH YOUR STRENGTHS

We use Gallup's strengths solutions to be more engaged, more productive, and happier. We'll require you to complete a short multiple choice survey to discover your top five strengths.

- Three years or more experience in a relevant area (digital, online PR, marketing, content, social).
- Able to balance creativity and commerciality (ecommerce).
- CIM qualified in digital or related discipline. Marketing related degree or similar qualification. Proven track record in management and development of social media strategies and digital marketing communications
- Out-going, analytical, not afraid to demo.
- Passionate about digital and able to keep pace in a 365/24/7 digital world.
- Team player and interested in power tools.
- Adobe Indesign and iMovie Video Editing.
- Attention to technical detail is paramount along with good house-keeping skills and file management.
- Hardworking, dedicated and ability to work under pressure and meet deadlines.
- Drive favourable word-of-mouth and engagement in online social media and offline channels that ultimately helps our dealer's achieve their business goals.
- Ideal candidate will come from an agency and be used to juggling various different accounts and brands, but also interested in client-side applications.
- Data driven, highly proficient in analysis of marketing activity and associated analytical tools.
- Creative thinker able to devise engaging content campaigns on both a small and large scale across online channels including social media, SEO, video and Wordpress blogs.
- Able to get in the mind-set for different buyer personas, adopting creative approach appropriate for different types of customer.
- Ability to turn ideas into reality through planning and organisation.
- Loves the buzz of digital marketing, and will be stimulated by constant change and development plus going the extra mile to get results.
- Understanding the competitor landscape and changes on a frequent basis across social media channels.

MAIN DUTIES AND TASKS

PLANNING, IMPLEMENTING AND DEVELOPING

All areas of Earned Media in line with overarching digital strategy.

SOCIAL COMMUNITY MANAGEMENT

Building and nurturing communities across all relevant platforms in order to increase brand awareness, consideration and advocacy.

OUTREACH

Building relationships with influencers, vloggers and 3rd party sites to extend our reach, creating advocates and gain SEO links. This would take place via email, phone and in person including influencer and advocate events.

CONTENT

Planning and delivering relevant, entertaining, shareable content for all earned activity in order to increase reach, engagement, traffic and sales.

DEALER DIGITAL COMMUNICATIONS PLANNING

Working with brand, email and marketing teams to create cross-channel marketing.

- Participate in, and lead creative initiatives and content marketing services as part of on-going dealer campaigns.
- Use the team and own skills to lead promotion via Online PR activity (vlogger/blogger relations/media relations/social media) of dealer content initiatives.
- Develop content road maps and calendars for dealer content campaigns in conjunction with the commercial services team.
- Assist in the monitoring and evaluation of key dealer content marketing campaigns and refine the service offering accordingly.

- Contribute to the fulfilment of monthly KPI targets.
- Account management, report writing and offline dealer/influencer and advocate meetings as required.
- Assisting the sell-in and pitching of content and online PR strategies to new and existing dealers. Excellent writing skills are a must. The ability to work independently, with creativity and insight, is also an important attribute.
- Proof all marketing material and communications prior to publication.
- Art-direct videos for publicity and marketing materials.
- Writing of effective copy for social media and tone-of-voice.
- Regularly look at market sector and competitor analysis by viewing dealer and competitor catalogues, websites, advertising, literature, etc.
- Keep abreast of what is new in consumer-focused design and digital marketing department.
- You will work closely with the digital executives on tracking, reporting, SEO, website reviews and Paid Social campaigns.
- Develop best-in-class, customer-driven, highly engaging content and maximising our reach and impact through a data-driven channel and platform distribution programme. This will encompass core content creation of USP benefits, through to vlogs and social activity.
- Drive, influence and support the development and maintenance of all warm lead nurturing programmes through to dealers or in-house customer service teams.
- Ensure content is optimised for SEO.

DESIRABLE BUT NOT ESSENTIAL

- SEM and PPC knowledge and experience.
- Retargeting and Advert Content, Set-up and Testing.
- Landing Page Strategy, AB Testing and Device Testing.
- Email Marketing Programs.
- Ecommerce Optimisation.
- Google Shopping Feeds
- Test Strategy For Paid, Search, Display, Video and Mobile Ads.

DEVELOPMENT OPPORTUNITIES

- Training courses for digital / social progression to management for the right candidate.

LOCATION AND DEPARTMENT

- Digital Marketing Department.
- Evolution, Venture 1, Longacre Close, Holbrook Industrial Estate, Halfway, Sheffield, S20 3FR.
- 5 minute walk from 'Westfield' supertram stop.
- Tram runs every 10 minutes from Meadowhall Interchange.
- Travel throughout the UK and abroad may be required to assist on special projects and content creation.

WORKING HOURS

This position is full-time and working hours Mon - Fri 8am- 5pm.

Although we are slightly flexible around these times if you have difficulty commuting.

SUPPORT MATERIAL

All applicants are urged to review the following support material about Evolution and the role which can be downloaded from

www.evolutionpowertools.com/uk/careers/

- Company Overview.pdf
- Marketing News Bulletin.pdf
- Exposure Archive.pdf
- Marketing Plan.pdf
- Content Marketing Strategy.pdf

- https://www.facebook.com/evolutiontools/videos?ref=page_internal (FB)
- www.evolutionpowertools.com/videos/tvcampaign11.html (TV campaigns)
- www.evolutionpowertools.com (premier commercial trading website)

APPLICATIONS

Please email a CV (prerequisite) and personal case study to tim@evolutionpowertools.com.

- Strictly no agencies or phone calls please due to busy working schedules.
- Sorry, due to demand - only successful applicants will be contacted for an interview.
- Unsuccessful candidates will be contacted within 10 business days of the post being filled.