EverythingGlobal is a family of brands that provide a unique 360 marketing solution from merchandise to fulfilment and digital to personalisation. We are currently in a period of evolution and require creative, innovate and forward-thinking team members to join the EverythingGlobal family.

|  |  |  |
| --- | --- | --- |
|  | | |
| Job Title | Social Media Creative |  |
|  | | |
| Reporting To | Head of Global Growth |  |
|  | | |
| Department | Marketing |  |
| Start Date | July 2021 (12 Month Placement) |  |
|  | | |
| **Job Purpose** | | |
| To create and establish a framework of real-time and reactive Social Media process. Build the EverythingGlobal (EG) family social profiles and reporting. | | |
| **Responsibilities** | | |
| *All tasks should be carried out in accordance with practice policies and procedures.*   * Support the Head of Global Growth in the creation and execution of Social Media * Own and manage TikTok social platform for relevant EG brands * Build our TikTok community and audience demographics * Create real-time and reactive social media creatives from the world around us * Work with the existing Marketing team to build knowledge and social for all EG brands * Work with our Creative team on new video and social trends * Report on analytical data to Head of Global Growth * Stay up to date with social media innovation and trends * Be a Data first advocate * Assist the Marketing team with ad-hoc campaigns and projects across EverythingGlobal brands | | |
| **In addition:**   * Build content creation portfolio * Work with our EverythingDigital agency on client content | | |
|  | | |
| **Skills Required**   * Knowledge of multi social media platforms and trends * Familiar with the digital landscape and ROI * Attention to detail * Team player * Competent in Microsoft office | | |

|  |
| --- |
| **Communication requirements** |
| * Report any issues or queries to Line Manager. * Holidays for approval and other absences communicated to Line Manager. |

|  |
| --- |
| **Competence and professional development** |
| * Communicate ideas effectively through written, oral, visual and listening skills in order to deliver information in person and digitally * Build and maintain relationships with a wide variety of people in the department and throughout the business * Collaborate and guide other members of the team with a positive attitude to reach a common goal using strategic thinking * Demonstrate professionalism, accountability and ethical behaviour alongside effective work and an ability to take initiative and produce high quality results * Demonstrate creative thinking and problem solving to achieve common goal * Utilise new and emerging digital/video technologies to improve and enhance quality of work, improve productivity, and solve issues |

**Useful links:**

Websites

EB <https://www.everythingbranded.co.uk/> / <https://www.everythingbranded.com/> / <https://www.everythingbranded.ie/>

ED <https://www.everythingdigital.com/>

EF <http://everythingfulfilment.com/>

EP <https://www.everythingprinted.com/>

EC <https://everythingcommunity.org/>

YouTube

[EverythingGlobal YouTube Channel](https://www.youtube.com/channel/UC2AZuKjvRdbtZJ7VX8k-sgw)

[Paul Rowlett YouTube Channel](https://www.youtube.com/channel/UC4SXBQOb0bxiNuvr0LeW9-w)

LinkedIn

[Paul Rowlett LinkedIn](https://www.linkedin.com/in/paul-rowlett-b2074b31/)

Facebook

<https://www.facebook.com/Everythingbranded.co.uk/>

<https://www.facebook.com/everythingdigitl/>

<https://www.facebook.com/EverythingCommunityOrg/>