

Digital and Social Media Strategist / Creative Strategist

1. REPORTING TO

Punch's Agency Management Team, including the business' founder & MD, Executive Creative Director and Senior Account Directors.

2. PURPOSE OF JOB AND PRIMARY OBJECTIVES

To help define and shape the direction for social media projects and other digital campaigns, both in the UK and globally, for one or more of our blue-chip clients (see www.punchcomms.com).

We are currently looking for talented, experienced, client-facing Digital/Social Media Strategists to maintain our continued expansion and work alongside our client leads, project delivery team, dedicated studio, content creators, SEO specialists, in-house design, influencer and video teams.

We would love to hear from like-minded, hardworking, dedicated but fun-loving individuals.

3. MAIN DUTIES

Primary responsibilities are likely to focus around the development and quantification of social media strategies for campaigns, projects and initiatives.

4. OTHER RESPONSIBILITIES (MAY INCLUDE)

- Idea generation for social content
- Content creation for social posts
- Campaign execution and project management
- Influencer relationship management
- Reporting on success of activities and content analysis
- Community management
- Client and external stakeholder liaison
- New business development
- Internal communications, mentoring and team leadership
- Liaison with PR, SEO and social media teams

5. SKILLS & EXPERIENCE

Ideally three to five or more years of agency or client-side experience working with major brands, working in a social media role (such as one or more of those listed above), or with a deep understanding of digital/social media.

A hands-on approach and mindset is essential.

6. ABOUT US

The Punch team is ambitious, dynamic, professional, creative, respectful, responsible and energetic.

We are mutually supportive, thrive on change and enjoy an open, transparent and relatively flat team structure.