



## WHO WE ARE

**Luke Shires Marketing is an agile, honest and thought-provoking theatre and live-entertainment marketing enterprise that delivers big results through smart thinking.**

We are a team of elite marketing associates that work as an extension of our client's teams. Our refreshingly honest approach inspires trust as we focus on delivering impressive results.

We have a robust network of partners; working with world-class producers, the best in class innovators and being proudly supported by Trafalgar Entertainment, to make a difference in the theatre and live-entertainment market.

We don't follow out-dated formulas. We believe in smart solutions that connect, engage, learn and improve – our 'people first' approach delivers better results. Our forward-thinking attitude attracts innovative clients that understand the need to move with the evolving world of marketing and communications to engage the diverse audiences of today.

## ROLE

### **Social Media Executive**

**Responsible to:** Creative Strategist

## ABOUT THE ROLE

Under the guidance of the Creative Strategist, the Social Media Executive will form an integral part of the company through the planning and delivery of innovative, integrated social media plans, working alongside the Campaigns team to ensure that all elements, across all social channels, are fully aligned to deliver wider marketing objectives.

The successful applicant will be used to working in a fast-paced environment, across a number of different projects and with a variety of stakeholders. They will also be personable, flexible and hard-working, with a willingness to support the wider members of the company as required.



## MAIN RESPONSIBILITIES

Day-to-day handling of all client social media channels:

- Support the Creative Strategist to devise and deliver industry-leading, high-impact social media plans, in line with wider campaign objectives.
- Work alongside the wider team to ensure that all social media activity is fully aligned with marketing objectives.
- Liaise with clients on a regular basis, seeking approval on activity and reporting on its impact.
- Monitor, track, analyse and report on activity for clients, on a weekly and monthly basis.
- Organise and oversee opportunities for content capture, both photography and video.
- Manage relationships with trusted design and content production suppliers to ensure smooth delivery of assets.
- Support the team in the delivery of artwork and the trafficking of assets for campaigns, where required.
- Proactively seek regular opportunities for client channels to join in trending topics and respond to relevant stories in the news agenda.
- Co-ordinate with two Content & Campaign Executives to proactively monitor and engage with fan communities across all client social media platforms, encourage further interaction, community growth and the spread of word of mouth.
- Working with the Creative Strategist, support the Campaigns Team in the delivery of paid social media activity – collaborating with our partners in media buying – when required.
- Assist with administrative tasks such as filing assets, meeting preparation and minute taking, where required.
- Proactively monitor activity across the competitor landscape.
- Develop and maintain strong working relationships within the industry (including venues, producers and external agencies).
- Remain up to date with developments and trends across the wider communications industry.

## EXPERIENCE & SKILLS

- Must have 1-2 years' experience working in social media, creating content, delivering campaigns and managing communities.
- Must have advanced knowledge and understanding of Facebook, Twitter, Instagram and YouTube. Experience with LinkedIn, Snapchat and TikTok is desirable.
- Must have a keen interest in emerging social platforms, online communities and trends in communication and technology.



- Must have a keen interest in, or willingness to learn about, theatre and the wider entertainment industry – from new openings and industry news to trending conversation topics.
- Must have excellent communication skills, including copywriting, with a firm grasp of spelling and grammar.
- Must have experience of capturing photos and videos, whether on a mobile phone or using more specialist equipment.
- Must have a keen eye for detail, strong organisational skills and the ability to meet deadlines in a fast-paced environment.
- Experience of working with influencers is desirable.

This is a full time, permanent role.

Salary: £25-26k

To apply, please send a CV and covering letter to [recruitment@trafalgarentertainment.com](mailto:recruitment@trafalgarentertainment.com) with subject line 'LSM Social Media Exec'.

Closing date for applications is Sunday, May 9<sup>th</sup>. Early applications are encouraged as suitable candidates may be invited to interview before the closing date.

LSM is an equal opportunity employer. We celebrate diversity and are committed to creating an inclusive environment for all employees.