



## **About the job – Social Media Manager**

### **Job title:**

Social Media Manager

### **Location:**

Nottingham

### **What we offer:**

At Cartwright, we connect work with good times – taking care of each other so that we can take care of our clients. Each and every member of our team lives and breathes our purpose to energise our clients and ensure their time with us is their favourite part of the job.

We are an accredited 'Great Place to Work' and an 'Inspiring Workplace' finalist – we were also ranked sixth best small business to work for women, recently featuring in Elle magazine.

Every member of our team, regardless of seniority, can enjoy a generous benefits package, including:

- 25 days holiday (plus Bank Holidays and public holidays) – increasing with long service – and an extra day off for your birthday
- Private health insurance with Vitality
- Access to mental health support via Care Coins and mental health first aider within the team
- Generous maternity / paternity package
- Annual salary reviews
- Hybrid working (three days in the office, two days at home)
- Flexible working – altering your hours to be more flexible around our core hours
- Dedicated line manager and Personal Development Programme – alongside our extensive training opportunities
- Mentoring
- Annual summer away day and Christmas party – and other team treats throughout the year
- Regular social events
- Bike to Work scheme
- Cartwrighter of the Month – voted for by your team members, someone who has gone above and beyond for a client or team members, The winning Cartwrighter receives either a £50 voucher of their choice or an additional half day of annual leave
- Friyay – our weekly email shout out about all the good things that have happened that week

**Job description:**

Working within our digital department, the Social Media Manager will lead and drive social media strategy across a diverse portfolio of clients, ranging in size and sector. This pivotal role involves taking full ownership of client social media performance, from strategic direction to driving performance.

You will be responsible for developing, delivering, and optimising best-in-class social media strategies that significantly contribute to our clients' core business objectives. This requires direct, senior-level interaction with clients, providing expert strategic advice, and delivering measurable results.

We are looking for a confident, proactive expert who takes pride in their work, consistently exceeds client expectations, and thrives on owning social media strategies.

**Responsibilities**

- Lead the development and delivery of industry-leading social media strategies for a portfolio of diverse clients, ensuring alignment with their overarching business and marketing objectives.
- Take full ownership of social media performance, proactively identifying opportunities and providing strategic recommendations to enhance client results.
- Lead and conduct comprehensive social media audits, transforming insights into actionable strategies and compelling reports that demonstrate our expertise and ability to drive tangible outcomes.
- Drive the design and implementation of integrated social media campaigns (both organic and paid), ensuring best practices are applied across all platforms.
- Lead strategic analysis, deriving actionable insights from analytical performance data, and driving innovative social media content ideation sessions.
- Oversee and direct the creation of high-quality social media content, ensuring it is on-brand, engaging, and optimised for platform performance.
- Define and implement best practices for social media, ensuring the optimal allocation of skills, resources, and budget for each strategy.
- Mentor and guide junior team members on social media best practices, strategic thinking, and campaign execution, fostering a culture of continuous learning and excellence.
- Contribute to new business pitches and proposals, showcasing Cartwright's social media expertise and innovative approach.
- Effectively manage social media budgets, ensuring optimal ROI and performance against client KPIs.
- Stay at the forefront of social media trends, platform updates, and technological advancements, translating these into new opportunities and competitive advantages for our clients.

**Essential experience**

- Minimum of 4-5 years of experience in a Social Media Marketing role, with demonstrable experience in a lead or managerial capacity, ideally within an agency environment.
- Deep expertise and proven success in developing and executing integrated Paid & Organic Social Media strategies across major platforms (e.g., Meta, LinkedIn, TikTok, X, YouTube).
- Consistent track record of exceeding client KPIs, demonstrating a proactive and agile approach to strategy adaptation and optimisation.
- Strong results-driven attitude coupled with being comfortable leading in a fast-paced environment.
- Exceptional attention to detail and highly developed literacy skills.
- A comprehensive understanding of the relationship between all marketing channels and how social media integrates within broader digital strategies.
- Ability to self-learn, while also being keen to knowledge share and inspire learning in others.

### **Desired skills**

- Experience with basic video editing or motion graphics for social media.
- Familiarity with photography or photo editing for marketing assets.
- Experience working with clients within the construction, property, food & drink, home & interiors, and healthcare sectors.

### **Personal skills / development**

- Unwavering attention to detail and a passion for strategic excellence.
- Exceptional ability to manage multiple, complex client portfolios and conflicting deadlines, effectively prioritising and delegating tasks.
- Highly developed and flexible communication skills, adept at providing strategic counsel to senior client stakeholders and inspiring internal teams.
- Natural leadership qualities with a passion for mentoring and developing talent.

**Salary:** Competitive, but dependent on experience.

**Contract:** Permanent, full-time contract subject to successful probation.

**Next steps:** To apply for this role, please email your CV and covering letter to [people@cartwrightagency.com](mailto:people@cartwrightagency.com)