



JOB DESCRIPTION

1. JOB SPECIFICS	
Job Title:	Social Media Manager
Reports to:	Content Owner
Location:	International House, Tower Hill
Department:	Central Services - Marketing

2. ABOUT THE ROLE	
What you'll be doing?	We are looking for a passionate and creative Social Media Manager to join our team. You will be responsible for implementing our social media strategy to tell the QA story, increase our brand awareness and reputation, promote our training and talent offerings, and help build our online communities.
Key Responsibilities	<p>You will:</p> <ul style="list-style-type: none"> • Liaise closely with the wider marketing team to develop social media posts and campaigns to help achieve our marketing goals. • Ensure our posts adhere to the QA tone of voice and brand guidelines. • Set up editorial calendars and schedule ahead. • Interact positively with followers and assist with customer service-related queries in a friendly and speedy manner. • Feed online customer reviews through to the wider team. • Research and monitor our partners and competitors on social media. • Analyse performance and engagement metrics, respond by adjusting the strategy to achieve better results and providing recommendations. • Keep an eye on social media best practices, platform developments and industry trends. • Assist QA employees with any social media-related queries. • Help to develop the company's social media strategy and guidelines through research, benchmarking and audience identification.
KPIs & SLAs	<ul style="list-style-type: none"> • We're looking to grow our amount of followers, organic reach, and engagement and increase sales.
Key Working Relationships	<ul style="list-style-type: none"> • You will work closely with QA.com's Content Manager, and the Head of Digital. • You will engage with the wider marketing team to fulfil their marketing campaign needs.

3. ABOUT YOU	
Skills & Abilities	<ul style="list-style-type: none"> • You have top-notch English grammar, spelling and

	<p>punctuation skills and won't let a double space or rogue comma, slip past you.</p> <ul style="list-style-type: none"> • You're an excellent communicator and team player, with good stakeholder management skills. • You have exceptional multi-tasking skills, you're a natural problem-solver, and willing to learn.
Your Experience	<ul style="list-style-type: none"> • You have experience in a social media management role, preferably in a corporate environment. • You have some experience in dealing with customer queries and reviews online.
Your Knowledge	<ul style="list-style-type: none"> • You're a confident admin on LinkedIn, Facebook, Instagram, Twitter and YouTube accounts, and familiar with Facebook and LinkedIn's ad platforms. • You have demonstrable knowledge of social media analytics and best practice KPIs. • You will be familiar with social media and CRM tools like Hootsuite and HubSpot. • You would preferably have experience working with Google Analytics.
Your Qualifications	A qualification in digital marketing or a degree in English or marketing is desirable, but not a deal-breaker.
What you'll bring to QA	You'll bring a passion for the education or digital sector, and great organisational, writing and people skills!

4. ABOUT QA	
About us	<p>We shape the next generation of technologists, leaders and innovators.</p> <p>By powering potential - the potential of over a quarter of a million learners a year. We empower them to push boundaries and thrive in the workplace.</p> <p>Why we do learning</p> <p>For over 30 years, we've worked in technology - where the impact of great learning is changing the world.</p> <p>A bold statement, but hear us out. We are right at the center of a technological revolution. Devices are not just connecting people, cities and countries - they are connecting to each other, collecting data and using it to learn and make themselves better. Soon we will have cars that can drive themselves, fridges that make sure we never run out of milk and computers that can learn from their own mistakes.</p> <p>Driving this revolution? People.</p> <p>And this is where we come in.</p> <p>People advancing their knowledge in technology - to enrich society - build a new culture - better how we live our lives, and how we work together.</p> <p>People are learning to use technology to drive phenomenal change. This is our passion - powering their potential.</p>
We promise to be	<p>Bold</p> <ul style="list-style-type: none"> ○ Ambition is great. We set ambitious targets - holding ourselves and others to ever-higher standards. ○ We contribute (insightfully) to the debate inside and outside QA. ○ We move. Quickly. We respond to your needs - fast. <p>Collaborative</p> <ul style="list-style-type: none"> ○ We spend time getting to know you - our learners and our customers - to earn your trust. ○ We connect a solution to your problem - we have tonnes of different services to help you. ○ We're the positive person who actively gets stuck in to solving problems. <p>Progressive</p> <ul style="list-style-type: none"> ○ We embrace change - and support it. ○ We challenge ourselves to use the latest technologies and methods - no matter how out there. ○ We're curious - about what you do, about what the person next to you does, about our customers and our learners.

<p>What's on offer?</p>	<p>Learning is not just a service we provide, it's a way of life at QA, and we try to ensure that everyone has the opportunity to take advantage of our huge and varied range of learning and development options, so everyone is eligible for 3 Training Days every year, to focus on subjects they're interested in.</p> <p>We also know that many people like to "give back" and so we offer 2 paid Charity Days each year to support your chosen charity in whatever way you choose. And if you get involved in charity fundraising, QA will also double any sponsorship money raised, up to £250. This is over and above the charitable activities that we encourage through our annual QA fundraising drives - you can get involved with this as much or as little as you like. We see it as a great way to foster team building too.</p> <p>We all need to take time out to recharge our batteries from time to time and enjoy some down time, so we provide a fairly generous 25 days' holiday per annum (rising to 28 days after 5 years)- with the option to buy more if you wish.</p> <p>It's important, too, to plan for the future and ensure we are able to maintain the lifestyle we have worked so hard to achieve, once we retire from the hurly burly and slow down to enjoy our later years, so we offer a defined contribution pension plan and will match your contributions up to a maximum of 4% of your basic salary.</p> <p>Then there are two of our core benefit offerings, not the most exciting, but we consider it important to ensure everyone has the peace of mind provided by Life Assurance (4x your basic salary) and Permanent Health Insurance (after a qualifying period) in the event that ill health, or worse, disrupts our plans.</p> <p>And finally, a few fringe benefits to assist with travel and lifestyle choices:</p> <ul style="list-style-type: none"> ○ Season ticket loan ○ Corporate gym membership ○ Cycle to work scheme
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