



Job Title: Social Media Marketing Manager  
Salary: Up to £34,000 OTE  
Location: Redhill, Salfords, Horley, Reigate  
Job Type: Permanent  
Date Available: 1<sup>st</sup> December 2017

### **Job Description**

Softline are gearing up for our next phase of growth and we are recruiting for a Social Media Marketing Manager to be responsible for managing the online profiles, brands and campaigns of Softline and many of our customers. You will be required to create, manage and report on engaging, exciting and inspirational social content to help build brands and elevate awareness and sales.

The role is office based, but will require travel to see customers as required.

### **Softline UK**

Established in 1989, Softline UK is a technology distributor that focuses on Apple Third Party Accessories. Softline was one of the first distributor's of Mac Software in the UK market, establishing retail relationships with many of the top technology retailers. Since 2010, Softline have emerged as one of the leading value add distributors of hardware technology, such as Apple accessories, Smart Connected devices and Sports Technology products. As the company continues to see good growth, we are looking to expand our sales team and this exciting role is a new position in the company.

### **Job Responsibilities**

- Manage all social platforms in line with marketing strategies
- Create and curate amazing and engaging content across all platforms including writing, photography, video and graphics
- Work closely with each individual brand and Softline management team to achieve individual marketing goals.
- Storytell as part of a campaign and deliver visually engaging material
- Plan and have approved each campaign element across each platform
- Work closely with Softline departments to ensure continuity of message
- Use social tools to report and measure
- Deliver and implement all social content

### **Desirable requirements**

Candidate should ideally have experience of the following:

- Writing, design, photography and video skills
- Good creative software skills including Photoshop
- Working knowledge of all prime social channels including reporting
- Good analysis skills
- Excellent Interpersonal skills
- Extensive knowledge and understanding of social media platforms and how to commercialise them.
- Self-motivation, enthusiasm and the ability to work within a small team

**Location**

Softline is a small team of like-minded and enthusiastic individuals based in Salfords, Surrey (near Gatwick).

**If you are interested in this role, please send your CV and a covering letter to [opportunity@softlineuk.com](mailto:opportunity@softlineuk.com).**