



Job Title	Social Media Manager – Brand Ambassadors
Location	Richmond or Dublin
Business Unit	Branded Business Unit
Function	Global Marketing
Leader	Head of Growth & Optimisation
People Leadership	No
Job Level	4B
Role Purpose To develop, implement, monitor and constantly evolve a social media strategy that maximises the potential of the collective of our worldwide network of Brand Ambassadors, as well as upskills each individual.	
Accountabilities <ul style="list-style-type: none"> Identify tactics that allow our Brand Ambassadors to better perform on social and develop training mechanisms to upskill our Brand Ambassador community. Develop an approachable measurement framework that we can use to track, and share successful execution. Conduct on-going audit of Brand Ambassador social media channels to track progress, and share best practice in real time. Define what success looks like on social media in the context of a Brand Ambassador and make recommendations for annual KPIs in this area. Create a community strategy by brand, by market and for full team. Provide one on one consultation for all Brand Ambassadors, prioritising WG&S directly employed Ambassadors and Specialists. Work closely with Global Head of Ambassador Advocacy to fully understand the role and potential of the Brand Ambassador teams for each brand. Work with the Global Connections Planners and Advocacy team to identify opportunities to integrate Brand Ambassador social into wider brand communication plans. Work with Global Digital Operations specialists to identify the appropriate tracking and measurement platforms to provide robust analysis of social performance. 	
Skills and Qualifications: Essential: <ul style="list-style-type: none"> 4+ years in Social Media Management Strong and diverse social platform understanding and experience, especially with regards to engagement strategies and performance optimisation Proven ability to drive performance improvements within social activities. Experience in large data sets, report generation and an ability to pull clear insights and tangible actions from data. Technical experience with social tools such as Facebook Business Manager, Youtube Accounts, Falcon (or equivalent), Klear (or equivalent). Experience in agency management and fee negotiation Ability to demonstrate strong management and leadership skills. Experience in capability training. 	



Desirable:

- Strategic planning experience / Marketing experience
- Proven skills in collaboration
- Experience in Asian Social platforms such as Weibo, Wechat etc.

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