**Marketing Social Media Manager and Co-Ordinator**

**Salary:** £24,000 - £28,000

**Experience:** Minimum 3 years required

**Location:** Hybrid role based primarily in our Leicester office, with the flexibility to work from home on agreed days. The exact split between office and remote work will be discussed with the successful candidate.

**Application closing date:** 28th March 2025

**Social Management & Planning**

Social Strategy: Develop and execute a social media calendar aligned with the brand’s goals.

Social Scheduling & Posting: Use Later (or social post scheduler) to plan, create, write captions and schedule posts at optimal times for platforms like Instagram, Facebook, Twitter, TikTok, LinkedIn, etc.

**Community Engagement**

Influencer Interaction: Comment and react to Rhino influencer posts and stories to maintain relationships.

Audience Interaction: Respond to comments, messages, and mentions promptly to build relationships.

Moderation: Monitor discussions, delete inappropriate comments, and ensure a positive environment.

Building Community: Engage with followers, influencers, and industry professionals to grow the audience.

**Community Co-Ordination**

Influencer Liaison: Liaise with Rhino’s influencers to maintain strong relationships.

Influencer Shoot Co-Ordination: Arrange and organise photo and video shoots with Rhino’s influencers, confirming dates, times and locations with influencers and informing members of the Rhino team.

**Email Management**

Scheduling, Writing & Posting: Use MailChimp to plan, schedule, write and send emails to audience.

Data upload: Where necessary upload relevant campaign data.

**Collaboration**

Teamwork: Work within the marketing team to create cohesive campaigns.

**Brand Alignment**

Consistency: Ensure all posts align with the brand’s voice, tone, and visual guidelines.

Cross-Platform Integration: Maintain consistency across all social media platforms.

**Competitor Analysis**

Monitor: Keep a close eye on competitor’s social campaigns and posts to ensure we’re up to speed with the industry.