

Marketing Communications Executive – Social

Are you passionate about Social Media Marketing? Are you creative but also strategic and commercial? If so, this is a fantastic opportunity to join a FTSE 100 business as a Social Marketing Communications Executive Social.

Reporting into the Digital Marketing Lead in the Pharma Intelligence vertical, the Social Media Marketing Executive will be part of a small team who are responsible for effectively implementing the social media strategy across the Pharma Intelligence portfolio of brands. Working closely with wider Informa team you will help develop and roll out creative customer-facing plans & tactics, and ultimately drive customer behavior and impact business results.

You will be tenacious and lead the management of multiple industry leading brands across multiple social channels, working to expose our brands in the market, generate demand and retain our existing client base. You will adapt content and copy depending on the audience and social channel and be adept at liaising with and influencing senior stakeholders in this process.

The ideal candidate will have:

- A minimum of 1 years' experience working in a social media marketing role managing multiple brand accounts (preferably in a B2B environment), able to provide industry-level view of best practice
- Experience in communicating and building relationships with key internal stakeholders
- Knowledge and understanding of social media platforms (LinkedIn and Twitter essential), their respective participants and how they can be deployed for each target audience
- Creativity and documented immersion in social media
- Strong writing skills (English essential)
- Experience using one of the big social media tools such as Hootsuite or Social Sprout (or similar)
- Thorough understanding of how and when to use different types of content to achieve specific business objectives via social platforms
- The ability to be creative and analytical and to demonstrate why your ideas are analytically sound.
- Lots of energy and tenacity. We are looking for someone who want to always be bettering themselves, someone who wants to stand up and be counted.
- Degree educated (or experience equivalent)

This is an excellent opportunity for a social media marketer who enjoys the fast-paced nature of Marketing and is ready for a real challenge in digital marketing for a leading brand in an FTSE 100 organisation with fantastic career development opportunities.

Rated as one of the **top large companies to work for in the UK in 2015** we are a FTSE 100 business and offer competitive salaries, fantastic career development opportunities, as well as a strong benefits package.

To apply for this opportunity and develop your career within an industry-leading global brand, please send [your CV and a covering letter NOW](#).

