

Job Title: Social Media Executive (Full time, Fixed Term)

Organisation: Small Business Britain

Location: Remote

Duration: 4 months Fixed Term

Small Business Britain is seeking a talented, enthusiastic and creative Social Media Executive to join our close-knit team during a peak period of activity in the autumn.

This is an exciting opportunity to play a key role in supporting digital marketing efforts during a critical time. We require additional social media fire-power across a major annual campaign to celebrate the nation's small businesses. This is a fun, positive and uplifting campaign which much opportunity for creativity and impact.

Role Overview:

As a Social Media Executive, you will be responsible for creating engaging and compelling social media content.

Your primary focus will be to produce content (particularly video) across our website and social media platforms including primarily (but not exclusively):

- Instagram,
- TikTok
- LinkedIn
- YouTube
- X

You will work within a dynamic and close-knit team to ensure our content aligns with our brand.

This will involve delivering content of high creative quality that reaches and engages our target audience effectively and drives traffic in line with objectives.

Key Responsibilities:

- Develop creative concepts and ideas for social media content
- Produce and edit raw footage generated from campaign events to create high-quality and engaging social media content, primarily videos.
- Optimise content for various social media platforms including TikTok, Instagram, and LinkedIn, to maximise reach and engagement.
- Ensure all content adheres to brand guidelines and maintains a consistent tone and style.
- Leverage data-driven insight for planning and reporting.

About you:

The ideal candidate will have a wealth of social media knowledge and a passion for small businesses. It is vital that you are passionate and up to speed on industry trends, best practices and insights, and are able to leverage these insights to create content that excites our audiences.

Key skills:

- Proven experience in digital content creation and video editing – including in-app editing skills.
- Strong understanding of major social media platforms and their content requirements.
- Up-to-date knowledge on the latest trends and best practices in social media and digital content creation.
- Creative mindset with the ability to develop engaging and original content.
- Excellent attention to detail and ability to meet deadlines.
- Strong communication and collaboration skills.
- Self-starter who can work remotely and autonomously, as well as collaborating well as part of a team

About Small Business Britain

Small Business Britain is the UK's leading champion of small businesses, supporting the UK's 5.5 million small businesses, no matter their location, their sector, or their ambition level. Through a series of campaigns, networks, training and reports, Small Business Britain champions and informs small businesses in the UK. Committed to making entrepreneurship as inclusive as possible, it brings small business owners together to foster growth and increased confidence.

We are a dynamic, fun and mission driven organisation, with many opportunities for career progression.

Application Requirements:

- Please note this is a temporary role, but with some potential to lead to a full-time position for the right candidate.
- The role is primarily remote and home-based in the UK, but with some travel to events required.
- All applicants must have the right to live and work in the UK

Application Process:

To apply, please submit your CV, a cover letter, and a portfolio showcasing your previous digital content work to careers@smallbusinessbritain.uk