



Role Profile

Job Title	Media Channel Manager – Paid Social	Reports To	Creative/Design Manager	Location	Bradford Hubs / Sheffield
Job Code	MARK002-1		Grade	M3	
Date Created / Updated	July 2021		Department	Digital Optimisation - Marketing	

Purpose: You will own and manage all aspects of paid social media, including strategy, audiences, creative execution and performance across our social platforms (Facebook, Instagram, and Pinterest), working closely with our media agency. You will be performance focused spending media budgets effectively and efficiently to hit MROI targets, helping to drive our ambitious growth plans in a business that is accelerating its digital transformation. You will also work closely with our Brand and reactive teams to ensure we execute impactful campaigns across the full funnel to drive Brand Awareness and Consideration as well as recruitment and retention. A desire to learn through a testing approach as well as identifying innovative in channel opportunities is also a critical component of the role in order to continuously improve and contribute actionable insights back to the business.

Your Role Accountabilities	Skills & Experience
<ul style="list-style-type: none">• Develop and implement a differentiated social media strategy across Freemans and Kaleidoscope• Plan and manage Social media budgets across all Brands working with the other media managers to optimise budgets fluidly across channels to ensure overall FGH KPIs (revenue and recruitment) are achieved efficiently• Daily performance management and weekly reporting to ensure the teams are on track to hit targets• Define and refine the paid social audience strategy (Prospecting, Retention, Re-targeting) to reach the right audiences with the right message as well as achieve an optimum mix to hit both revenue and recruitment targets across the Brands• Work in partnership with the Social investment team at our media agency – briefing and directing to ensure the social media plan is delivered• Work closely with the Brand teams to ensure the right content and messaging is executed on the most relevant social media channels, on time and through the funnel to support campaigns• Align our Paid Social with our Organic Social team to boost content• Implement and deliver a test and learn programme and present key insights to the Brand teams and senior management• Understand and deliver best practice working closely with Facebook and Pinterest	<ul style="list-style-type: none">• Educated in Marketing, Fashion or Business Studies to A Level or Degree Level, OR have relevant experience• At least 3 years+ experience of managing paid social media campaigns across a range of platforms with demonstrated success in the role(s) working for either a brand or an agency• Excellent knowledge of the social media landscape, latest trends, emerging technologies and on-line trends• Experience of working with and managing a digital media partner• Commercially minded and with analytical skills• Ability to optimise investment and manage budgets effectively• Strong project and process management skills• Ability to work under pressure to tight deadlines with high levels of accuracy• Strong written and verbal communication skills• Can work individually or as part of a team



<ul style="list-style-type: none">• To be committed to the fair treatment of customers at all times• Ensure compliance with all applicable UK and local regulations, Company Policies and FCA Conduct Rules• Demonstrate behaviours in line with our Company values• To take reasonable care for the health and safety of yourself and other persons who may be affected by acts and omissions at work	<ul style="list-style-type: none">• Strong project and process management skills• Strong written and verbal communication skills
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