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| **ROLE Title:** | Social Media Content Executive | **Reports to:****DAte:** | Social Media & Community ManagerDecember 2024 |
| **Grade:** | Band B | **Business Unit:** | RAC Group Customer and Marketing |
| **JOb Family:** | Marketing, Creative Studio |  |  |
| **Role** | **Need to Do** | **Need To Know** | **Need to Be** |
| **Role Purpose:*** Partnering with cross-functional teams within the marketing division.
* Conceptualise, create, design, and visualise content for social media, e.g. Facebook, Instagram, Tik Tok, and other social/digital platforms for our new Driving Theory app.
* Develop engaging and creative content for various internal communication channels and media, including video, digital, social, internal emails/newsletters.
* Combine text, audio, animation, stills, and video to create impactful quality social media content.
* Ability to work independently and act as brand guardian.
* Managing multiple projects and deadlines.
* Have excellent knowledge of social media platforms. Maintain a good knowledge of all the platform updates, rules and limitations.
* Be able to report on how content is performing and identify any improvements of A/B testing.
* Proactively identify opportunities to expand clients’ social presence and design applications.
* Must be passionate about social

**Role Dimension:**To produce a range of social content to engage our members and future members. **Financial*** You’ll work within a broader team accountable for the delivery of agreed KPIs, and deliverables.

**Non-Financial*** Within the Group Delivery Framework, you’ll ensure all customer-facing output is approved in line with our customer communications process to ensure brand and regulatory compliance.

**Relationships*** Strong interpersonal skills and stakeholder management & effective working relationships
 | **Key Responsibilities:*** Content Creation - Film, edit, and produce high-quality video and photography content for platforms Instagram, TikTok, YouTube, Facebook & LinkedIn as per our social media strategy
* You may also occasionally need to create simple static imagery such as text + image overlays or “designed” tiles as required for our social media content plan
* You will ensure all content is optimised for each platform, considering format, dimensions, and it’s overall representation of the brand in the feed
* Collaborate and brainstorm with internal teams and our brand agency to develop proactive content ideas that align with our brand
* Stay update to date with the latest social media trends, tools, and technologies to keep content fresh and relevant
* Use editing software to enhance videos and photos, adding effects, transitions, and captions as needed
* Brand Guardianship – work with our brand team to maintain a consistent brand voice, style, and aesthetic across all content
* Support the admin side of social media content delivery, ensuring deadlines are met.
* Stay updated on emerging social media trends to support innovative content ideas.
* Ensure that tasks are updated in the social media content calendar and the task tracking platform, and stakeholders are informed of progress and task completion.
 | **Skills, Knowledge, and Experience:*** 1+ years’ experience in a similar role or be an eager graduate with a proven portfolio of examples.
* A deep understanding of social media platforms, particularly Facebook, Instagram, and TikTok.
* Familiarity with basic photo and video editing tools (e.g., Canva, Adobe Express, CapCut or similar).
* Strong organizational skills with the ability to manage multiple tasks and deadlines.
* A keen eye for design and attention to detail in content creation.
* Excellent communication skills for collaborating with team members and stakeholders.
* A degree in Marketing, Digital Marketing, Filmmaking, or a related field (preferred but not required).
* Deep understanding of content best practices for platforms like Instagram Reels, TikTok and Stories
* A good understanding of social strategy and appreciation of the wider social media industry
 | **Capabilities/Strengths:****Core competencies:*** Commercial Awareness- L3
* Continuous Improvement – L3
* Customer Focus – L3
* Developing Self & Others – L2
* Interpersonal & Influencing Skills – L3
* Judgement & Decision Making – L3
* Leadership – L2
* Leading Change L2
* Strategic Thinking – L2
* Achievement Drive – L3

**Need to exhibit behaviours consistent with RAC core values:*** Handle it Together
* Exceptional Service
* Raising the Bar
* Own It
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