|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **ROLE Title:** | Social Media Content Executive | | **Reports to:**  **DAte:** | | Social Media & Community Manager  December 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 |