**Job description**

**Job Title:** Social Media & Digital Content Creator / Strategist
 **Location:** Hybrid / Manchester office

**Job Type:** Full-time (happy to also consider part time)
 **Experience Level:** Mid-level, with demonstrable experience in all the required skills

*At* Creative Concern*, we want to challenge the status quo through diversity, inclusion, and collaboration, so we are looking to grow and nurture a team of people with different perspectives and experiences.*

Salary between **£27,000 and £35,000 per year** (depending on experience)

**Role Overview:**

We are looking for a  **Social Media & Digital Content Creator / Strategist** to develop, manage, and execute engaging digital content strategies. The ideal candidate is creative, detail-oriented, and data-driven, with experience in crafting compelling content, optimizing social media presence, and analysing performance metrics to drive engagement and growth.

**Responsibilities:**

* Develop and execute **comprehensive social media strategies** across platforms (Facebook, Instagram, LinkedIn, TikTok, X, etc.) aligned with our client’s brand goals.
* Create and manage **engaging multimedia content** (graphics, short-form videos, reels, carousels, blog posts, etc.) tailored for different platforms.
* Plan and schedule content using in platform and third party social media management tools
* Monitor, analyse, and report on content performance and key social media metrics, making data-driven adjustments.
* Stay ahead of digital trends, platform updates, and emerging social media strategies.
* Collaborate with designers, copywriters, and marketing teams to ensure cohesive brand storytelling.
* Engage with online communities, responding to comments, messages, and fostering audience interaction.
* Manage influencer partnerships and digital collaborations when relevant.
* Optimize content for SEO, hashtags, and algorithmic reach.
* Create content for, and deliver email marketing campaigns, including monitoring and reporting on performance

**Requirements:**

* **Strong, demonstrable experience** in social media management, content creation, and digital strategy.
* Strong knowledge of social media platforms, trends, and best practices.
* Experience using tools such as Canva, Adobe Creative Suite or similar for content creation.
* Basic video editing and animation skills are a plus.
* Familiarity with social media analytics and reporting tools (Google Analytics, Meta Business Suite, etc.).
* Exceptional copywriting and storytelling skills with a creative mindset.
* Ability to multitask, meet deadlines, and work in a fast-paced environment.
* Passion for design, branding, and digital innovation.