

# Waterstones

<b>Job Title</b>	<b>Social Media Executive</b>
<b>Reports to</b>	Audience Development Manager
<b>Purpose</b>	<p>To be the link between Waterstones and our audience across all social media channels</p> <p>To co-ordinate daily social posting across multiple channels in multiple formats</p> <p>To innovate and improve future social media campaigns through creativity and data analysis</p> <p>To educate other staff on the use of social media and promote its use within the company</p>
<b>Key Responsibilities</b>	<ul style="list-style-type: none"> <li>• Co-ordinate creative social campaigns and strategies across multiple channels to deliver growth and commercial success.</li> <li>• Expand social reach and engagement.</li> <li>• Feedback on the optimal creative format for each channel and share data insights to improve future campaigns.</li> <li>• Work closely with our e-commerce, design and category management teams.</li> <li>• Manage a varied workload of posting content across multiple channels.</li> <li>• Provide creative input to invigorate our social media channels and create their own content.</li> <li>• Data analysis to identify trends, opportunities and drive improvements in approach using Google analytics and native social insights.</li> <li>• Reporting on success of promotions, prize draws and different media types.</li> <li>• Monitor customer service issues arising on social media and direct them to the customer support team.</li> </ul>
<b>Experience and Qualifications</b>	<ul style="list-style-type: none"> <li>• Exceptional social media knowledge and skills across a range of channels and awareness of emerging platforms.</li> <li>• Genuine interest in finding the most creative ways to share a wide range of books with readers across the UK and beyond.</li> <li>• Ability to use the data from social media to innovate and improve future campaigns.</li> <li>• A digital native with an innate understanding of the ecosystem of social media, its purpose and potential.</li> <li>• Ability to look provide analysis from data to improve and shape social content and posting strategies.</li> <li>• Experience using Google Analytics, social channel Insights, native tools and Tweetdeck/Hootsuite for scheduling.</li> </ul>

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	<ul style="list-style-type: none"><li>• Experience with photography and picture editing preferred but not essential</li><li>• Experience of digital marketing preferred but not essential</li><li>• Understanding of our business and brand</li><li>• Broad book knowledge, to be applied across different market types.</li><li>• Ability to communicate effectively across a range of functions and levels.</li><li>• Ability to work effectively in Head office and communicate with shops.</li><li>• Ability to work under pressure and make decisions on own, especially in response to fast-moving social media events.</li><li>• Understanding and support of the evolving business needs.</li></ul>
<b>Person Profile</b>	Commercially astute Results driven Organised, methodical and analytical Pragmatic & adaptable Collaborative and considered Approachable and personable Resilient and balanced Self motivated Problem solver Confident and can establish credibility fast
<b>Key working relationships</b>	<ul style="list-style-type: none"><li>• Ecommerce team</li><li>• Campaign Managers</li><li>• Category Managers</li><li>• Design team</li><li>• Publisher Liaisons team</li><li>• Loyalty team</li><li>• Shop teams</li></ul>
<b>Direct reports</b>	None