

Rooster.

Senior Social Manager.

Critical Attributes.

1. Driven individual with a can-do attitude.
2. Excellent attention to detail.
3. Ability to work efficiently and independently.
4. Excellent verbal and written communications skills.
5. Extensive knowledge of all social media platforms and tools and willingness to familiarise quickly with new ones.
6. Creative and strategic approach to developing organic and paid social content and campaigns.
7. Solid understanding of the role of PR, how it complements social and vice versa.
8. Encompasses the essence of Rooster: Outstanding. Creative. Accountable.

Key Qualifications.

1. Prior development of strategic and tactical client programmes.
2. Successful application of relevant social & digital responses to client briefs.
3. Ability to write persuasively, creatively and in varying tones of voice, delivering compelling public-facing content across social and digital channels.
4. Ability to identify relevant, topical, industry led or newsworthy content opportunities and incorporate into social programme accordingly
5. Proven ability to forge and maintain strong relationships with team members, clients, and third-party suppliers such as photographers or videographers.
6. Proven ability to manage client partner, stakeholder, and/or ambassador relationships
7. Proficient understanding of and demonstrated experience of using creative, scheduling, monitoring & reporting and tools including, but not limited to:
 - Adobe Creative Cloud, Canva, or similar
 - Facebook Business Manager
 - Sprout Social
 - Pixlee
 - Trello
 - Microsoft Excel/Google Sheets
8. Experience identifying and navigating changing social and digital trends and applying these to client and agency work as appropriate.
9. Demonstrated knowledge of different market sectors such as consumer & lifestyle, travel & tourism, corporate, tech & property.
10. Excellent communication skills: ability to express ideas and articulate concepts, recommendations, etc. in client and team meetings.

Administrative and Agency Operations.

1. Accurately review billing arrangements for client.
2. Identify potential account problems early and act/advise on solutions, in conjunction with Account Director/Director.
3. Support Account Director to ensure smooth integration of new business with smooth running of existing accounts.
4. Effectively manage own time and that of junior staff; accurate use of time billing/management system.
5. Support company culture; actively seek new, smarter ways of doing things.
6. Act as an ambassador of Rooster PR.

Client Services.

1. Plan, develop, implement and oversee social content, paid social campaigns and ecommerce programmes.
2. Lead client liaison where digital and social programmes are concerned, with oversight of Account Director/Director.
3. Understand the wider marketing mix to support PR team in maximising revenue opportunities.
4. Demonstrate strong awareness of industry-sectors with regards to key social influencers, and issues/possible crises.
5. Demonstrate solid analysis and reporting skills.
6. Demonstrate effective team communication, both upwards and downwards.
7. Lead on social and digital matters in client meetings and input into meeting agenda and meeting notes.
8. Plan and participate in client review meetings with team.
9. Develop a consulting/advisory capability with client wherever possible; position Rooster as a strategic partner/consultant.
10. Manage day-to-day client liaison, ensure deadlines are met and that client is continually informed of the status of ongoing projects.

Business Development.

1. Seek and develop opportunities for organic growth of existing business.
2. Demonstrate strong proposal writing and pitch preparation skills in conjunction with Account Director/Director.
3. Demonstrate advanced presentation and sales skills.
4. Hold in-depth knowledge of competitive landscape.
5. Build high-level analytical and research skills.

Account Management, Strategic Thinking and Planning.

1. Work with Account Director to finalise programme and budgets for client.
2. Assume accountability for financial aspects of cost management on client programmes and be aware of financial status of accounts at all times.

3. Maintain an in-depth interest/knowledge of current affairs; look for links and opportunities to position company to client as appropriate.

People Management.

1. Become a role model for junior staff.
2. Support team development and staff team and project planning.
3. Conduct appraisals for junior/AE staff in conjunction with Account Director.
4. Contribute to professional development of juniors via coaching and mentoring
5. Maintain positive relationships with colleagues and management teams