

# PERIDOT

## **Peridot PR**

### Social Media Manager

We are seeking a creative and strategic Social Media Manager, your primary responsibility will be managing and producing engaging, social-first content. You'll be managing the digital team while also ideating and planning campaign concepts, strategies and monthly social plans. You will be confident in developing and executing social media campaigns, overseeing social media posts, and analysing campaign performance.

Peridot PR is a strategic brand building and communications agency working in property, hospitality, interior design and lifestyle. Our clients are entrepreneurial creators and innovators, and we help to devise campaigns that develop brands and extend audiences with imagination and commerciality in the luxury sector.

### **Key Responsibilities:**

- Oversee the social media team, providing leadership and direction to ensure high-quality content and campaign execution.
- Develop and implement strategic social media campaigns, ensuring they align with business goals and engage target audiences.
- Create and manage organic and paid monthly content plans, incorporating innovative ideas to enhance brand visibility and engagement, alongside our in-house content creator.
- Ideate, plan, and execute campaign concepts and strategies, staying ahead of social media trends for Instagram, TikTok, LinkedIn and Pinterest.
- Monitor and analyse campaign performance, using insights to optimise future content and strategies.
- Oversee daily social media posting, ensuring consistency in tone, messaging, and brand voice.
- Collaborate with internal teams and external partners to drive engagement and growth, from content creation to paid ads specialists.
- Oversee influencer marketing campaigns with the team to deliver ongoing gifted, paid and UGC campaigns.
- Brief and execute regular newsletters and blog posts with our in-house copywriter.

### **Requirements:**

- 3+ years of agency experience in social media management, with a strong understanding of platform algorithms and trends.
- Bachelor's degree in marketing, communications or a similar discipline.
- Ability to lead a team and manage multiple projects effectively.
- Strong copywriting and content creation skills, with an eye for compelling visuals and storytelling.
- Analytical mindset with experience in performance tracking and reporting.
- Proficiency in social media tools and scheduling platforms, ideally Sprout Social.

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**Perks of the role:**

- Flexible, remote working available
- Generous holiday allowance and Christmas closure, up to 2 weeks
- The opportunity to work directly with the founder in a team environment
- Endless opportunities for career development
- Health insurance with Vitality
- Pavilion membership and offices in Fulham and Knightsbridge

If you're passionate about digital content and have a track record of delivering impactful social campaigns, we'd love to hear from you! Please email [hello@peridotpr.com](mailto:hello@peridotpr.com) with a cover letter and CV.