
Social Media Executive @Floralsilk

Do you have a knack for creating beautifully crafted, thumb-stopping social content?

Do you have an intuitive understanding of digital and social?

Do you love home interiors and making things look beautiful?

We're looking for a positive, creative and organised social media specialist with experience across all key social channels to join our growing marketing team. This is a varied role which is both highly creative and rewardingly analytical.

As well as managing our social media strategy and implementation, you will also be responsible for creating informative and engaging website and email marketing copy, styling photoshoots, researching trends and supporting our Marketing manager.

Floralsilk is a luxury artificial flower and Christmas decorations brand based in Bourne, Lincolnshire. We are a small, thriving family business, supplying both business customers and end consumers. It's a dynamic, fun and friendly place to work where every member of the team plays a key part in the excellent customer service that we pride ourselves on. We work from our head office in south Lincolnshire in a supportive and collaborative environment, always seeking to develop the team both personally and professionally.

Full time position. Competitive Package. Hybrid option if long commute.

Key Responsibilities

Social Media

- Developing and executing our full social media plan, including paid and organic
- Developing and creating engaging and high-quality content, including images, videos/reels, graphics, that resonate with our target audience and build our following.
- Maintaining and managing our social media profiles, including posting regular updates, responding to comments and monitoring engagement metrics.
- Creating and maintaining a content calendar in line with the key marketing campaigns and objectives throughout the year
- Developing & overseeing influencer relationships
- Analysing social media metrics to track performance and identify areas for improvement
- Staying up-to-date with the latest trends in social media and digital marketing to ensure our strategies remain innovative and effective

Website/Email marketing

- Creating informative and engaging content/copy in collaboration with marketing and buying teams for website, blogs, emails as part of broader marketing campaigns.
- Writing product and category descriptions that support overall brand and SEO strategy

Marketing support

- Researching marketing trends and topical industry news including trending hashtags and sounds
- Researching audience and supporting development of Floralsilk brand
- Exploring new and innovative visual merchandise techniques for floristry and seasonal decorations

Required Skills & Experience

- Proven experience of building social audiences and utilising tools and techniques on different platforms to achieve this (Instagram, Pinterest, TikTok, LinkedIn, Facebook, Snapchat etc)
- Strong understanding of social media platforms and best practices
- Video editing & content creation experience
- Ability to think and write creatively
- Interest in home interiors and floristry
- Self-motivated, positive, problem solver
- Extremely organised with ability to manage multiple campaigns
- High attention to detail
- Ideally with Bachelors degree in Marketing, Communications, Design or related field
- UK driving license and transport would be beneficial