

Job title	Social Media and Content Manager
Reports to	Head of Marketing and Communications
Job grade	3
Date prepared	March 2025

Job purpose

The Social Media and Content Manager works as part of the Marketing, Communications, PR and Events team, and collaboratively with our Digital team, and colleagues across the organisation to develop, deliver, and report on brand-led social media campaigns, executing strategies that build relationships and accelerate growth, drive sales, and deliver the brand promise.

Key responsibilities include:

- Manage social media campaigns, oversee the social media agency relationship, and provide strategic guidance on best practice.
- Plan, create and deliver engaging high-quality content for platforms including YouTube, NICEIC and Certsure social channels and websites, e-newsletters and publications. This content should resonate with our target audience, align with brand objectives and support the overall business and marketing goals.
- Deliver live-stream events across social media platforms to support the development of the industry / CPD for NICEIC-certified businesses.
- Compile and interpret social results and data for brand campaigns, provide senior leadership with reports, and use these insights to refine the social media and content strategy, to improve the effectiveness of social media activity and engagement and the delivery of value-add content.
- Strong stakeholder management, content expertise, and data-driven decision-making are essential to the success of this role.
- As a leadership position, this role fosters a culture of collaboration and high performance, ensuring social media efforts contribute meaningfully to wider marketing and business goals.

Dimensions

- This role has budget responsibility.
- While this role does not have current line management responsibilities, this may change in the future.

Duties and responsibilities

- Manage NICEIC and Certsure's social media presence – including the development of the social media strategy and delivery of tactical activity, community engagement and content across our social media platforms (including YouTube).
- Collaborate with the wider marketing and events team, and cross-functional teams including training and customer experience to develop content strategies and plans that align with company and campaign objectives, gather ideas, insights and feedback to optimise content performance.
- Oversee and create various content types including articles, blog posts, social media posts, and videos.
- Your attention to detail is essential. Certsure's purpose is 'we are trusted to ensure people who are working with energy are competent, and anyone who uses it is safe; we will never compromise on that trust', so we must deliver communications that are technically accurate.
- Oversee the management of the content calendar (Monday.com) to ensure timely and consistent delivery of content across all channels.
- Utilise analytics tools to track and measure content performance, making data-driven decisions to optimise content effectiveness, and provide recommendations for improvement.
- Stay updated on industry trends and best practices to continuously improve the social media and content strategy and execution.
- Develop, deliver and report on brand-led B2B and B2C social media, both paid and organic, with particularly strong experience in Facebook, IG, LinkedIn and YouTube.
- An in-depth understanding of social media analytics and a strength in uncovering insight and presenting recommendations to stakeholders.
- Develop and implement comprehensive content strategies that align with business objectives and target audience interests.
- Build strong, collaborative relationships with employees across the organisation.
- Skill to present plans and analytics to colleagues and senior-level executives.
- Lead the development of social media strategy, plans and calendars.

- Be on top of new trends and tools and advise colleagues on how best to implement innovations to meet business goals.
- Lead the cross-organisation content and publishing group to gather ideas and insight and to identify opportunities for new content.
- Create and publish engaging, high-quality content across digital channels, including website, blog, social media, email newsletters, and more.
- Manage the content creation process from ideation to publication, including content planning, writing, editing, and optimisation.
- Collaborate with internal stakeholders to ensure content is accurate, on-brand, and aligned with messaging and objectives.
- Monitor content performance using analytics tools and adjust content strategy as needed to optimise performance and achieve KPIs.
- Stay updated on industry trends, competitor activities, and emerging platforms to inform content strategy and maintain a competitive edge.
- Stay updated on SEO best practices and integrate keywords and optimisation techniques into content to improve search visibility.
- Manage and engage with the online community by responding to comments, messages, and inquiries in a timely and professional manner.
- Manage relationships with external content creators, freelancers, and agencies as needed.
- Certsure / NICEIC brand champion.

As a manager, you will promote the success of CLLP and its members by:

- Supporting the leadership team with the delivery of CLLP strategy, communicating our vision and purpose in a compelling manner, championing our principles of Technical Integrity, Customer Centricity, Simplification, Digital First and Collaboration, ensuring that the company is an agile and resilient operation, and that it achieves its short- and long-term objectives.
- Providing clear and compelling leadership and management, creating a culture of care and high performance in teams, and ensuring that individuals are engaged, aligned, motivated and competent to carry out their responsibilities, and that there is sufficient capacity and resources to deliver objectives.
- Support the leadership team with the delivery of Certsure LLP strategy, communicate our vision and purpose in a compelling manner, champion our principles of Technical Integrity, Customer Centricity, Simplification, Digital First and Collaboration, ensuring that the company is an agile and resilient operation, and that it achieves its short- and long-

term objectives.

- Provide clear and compelling leadership and management, creating a culture of care and high performance in teams, and ensuring that individuals are engaged, aligned, motivated and competent to carry out their responsibilities, and that there is sufficient capacity and resources to deliver objectives.

Person specification (essential)

- Extensive social media experience (corporate or agency experience preferred)
- Extensive experience of developing social media and content strategies, and delivery.
- Hands-on experience developing and delivering social media activity, including copywriting and design of assets, with support from our agency
- Strong written, verbal and interpersonal communication skills
- Strong stakeholder engagement skills, and a positive, collaborative mindset
- Excellent project management skills with the ability to prioritise and manage multiple tasks simultaneously.
- Experience managing an agency partner
- In-depth knowledge of social media platforms and an understanding how each of them uniquely impacts audience behaviour and content performance
- Keen interest in new social media trends and innovations
- Strong knowledge of social media analysis tools, including setting KPIs
- Bachelor's degree in marketing, communications, journalism, or related field.
- Strong writing and editing skills with impeccable attention to detail.
- Proficient in content management systems (CMS), social media platforms, and analytics tools. Sprout and Monday.com are the tools currently used by the team (experience with these is preferred).
- Creative thinker with the ability to generate innovative ideas and solutions.
- Analytical mindset with the ability to interpret data and derive actionable insights.
- Takes ownership and personal responsibility for own learning and development.
- Demonstrable management skills and experience.
- Deliver and encourages a high-performance culture.
- Ability to coach and mentor people, helping them to become the best that they can be.
- Ability to inspire and engage people, maximising their enthusiasm, commitment and ability to deliver business performance.

- Understand that learning and development plays an important part in creating high performing teams and takes steps to ensure people develop their knowledge and skills.
- Excellent project and budget management skills.
- Ability and commitment to follow Certsure's Values and Behaviours.

Person specification (desirable)

- Experience with graphic design or multimedia content creation.
- Familiarity with HTML, CSS, and basic web design principles.
- Experience with email marketing platforms and strategies.
- Knowledge of search engine optimisation (SEO) best practices.
- Experience in electrotechnical, technology-related industries.