



[N2O | Winning fans for brands through creative brand experiences](#)

## CANDIDATE

We are seeking a talented **Social Media Strategist** to join our dynamic Creative team. As a Social Media Strategist, you will be responsible for developing social media strategies that align with our client's brand objectives and drive engagement, reach, and conversion across various social media platforms.

You have a strong understanding of how brands grow and connect with their audiences through social media platforms, influencers, and content. You have experience across multiple categories and brands in different stages of growth – ideally in beauty, food, and drink.

You can passionately pitch bold new ideas to your peers and clients alike. You live and breathe the world of social.

## ROLE

You will work with our Maidenhead-based team but there is flexibility for WFH.

You will ensure highly innovative strategic thinking is applied to clients' social media and digital plans and will lead the creation of inspiring social media strategies and content.

You are familiar with a variety of social media intelligence tools used for social listening and influencer identification.

This is a highly collaborative role that requires keen attention to digital trends, market research, and analytical abilities.

You'll also work collaboratively as part of cross-agency teams with other agency partners. You will be confident in expressing your expert point of view, knowledge-sharing and providing best practice guidance to these working groups and the clients they support.

An important function is to improve and maximise N2O's knowledge, skills, and abilities in the areas of social media. Your role will involve developing an in-depth understanding of social channel behaviours, devising robust strategies, setting clear KPIs, and authoring a comprehensive Social Media Playbook/Bible.

**Salary range £45-54K**

Requirements:

- Proven experience (two to four years) in social media management and strategy development.
- Proficient in using social media management tools and analytics platforms.
- Knowledge of social media advertising, including paid campaigns and targeting options.
- Experience with influencer marketing and collaboration is a plus.
- Self-motivated and able to work independently and collaboratively within a team.
- Excellent client-facing and deck-preparation and deck-presentation skills.
- Proven ability to bring strategic challenges to life in a way that convinces and inspires creative teams and clients.

So, if you're a social media maven who knows how to engage audiences, and wants to be part of this workspace revolution, we're eager to connect with you. Please send your CV and work examples.

NB: this is for a Social Media Strategist. Not a designer, content creator or someone who manages a social media account. Do not apply unless you have the specific expertise.

**Please email [jessica.reilly@dma.org.uk](mailto:jessica.reilly@dma.org.uk) if you are interested in this role.**