



ORGANIC SOCIAL MEDIA & PAID MEDIA SPECIALIST

37.5 hours per week

Hybrid working available

OFFICE LOCATION: between York and Harrogate, YO26 9SS

SALARY: Up to £32,000 per annum, based on experience

BENEFITS up to 33 days' holiday plus long service increase
up to 5 days' annual paid sickness leave plus long service increase
hybrid / remote working
flexible hours
family friendly benefits
employee assistance programme
free staff gym (open 6am to 8pm)
free parking
onsite kindergarten (discounted fees available)
staff policy discount
workplace pension scheme

WHO WE ARE

The Insurance Emporium protects many of the passions that make our lives so rich. Whether it's your pets, horses, caravans or more, our insurance products are designed to work for you as an individual.

We're looking for a Social Media and Pay Per Click (PPC) Specialist to work in our Marketing team.

WHO WE ARE LOOKING FOR

We're looking for someone with a passion for social media and paid media, who keeps abreast of market trends and industry software.

Our Organic Social Media and Paid Media Specialist will demonstrate their campaign and budget management skills to develop organic and paid media campaigns.

They will be working alongside our Senior Digital Marketing Specialist - Organic Growth & Campaigns to deliver compelling multi-channel campaigns.

The ideal candidate will have:



- A strategic approach to developing engaging and successful social media and paid media campaigns.
- Commercial awareness to understand how social media and paid media drives sales, leads and revenue.
- A clear understanding of the sales funnel and how to map ad campaigns to specific business goals.
- An excellent understanding of social media platforms, in particular Facebook, TikTok, LinkedIn, Instagram and Pinterest.
- Experience with social media management and scheduling tools.
- Excellent writing and storytelling skills.
- Experiencing in adapting their communication styles to suit their audience.
- Experience in being data-literate, and capable of optimising campaigns for organic and paid growth.
- An eagerness to learn about new innovations and software.
- Strong understanding of automation, segmentation, and personalisation.
- Ability to analyse campaign results and implement data-driven improvements.
- Knowledge of deliverability best practices and compliance requirements.
- Excellent time management and ability to prioritise multiple tasks and deadlines simultaneously.
- The ability to work collaboratively within a team, but also independently.
- At least two years' experience in social media marketing, both organic and paid.

WHAT THE ROLE ENTAILS

The Organic Social Media and Paid Media Specialist role will include, but not be limited to, the following duties and responsibilities:

- Collaborate with the wider marketing team to develop engaging and successful social media and paid media campaigns.
- Develop relationships with key stakeholders to continually refresh social media and paid media campaigns to ensure campaigns are accurate and relevant.
- Translate marketing campaigns into variable formats on social media and paid media including posts, reels, stories, videos, ads.
- Research market and competitor trends on social media and paid media.
- Plan social media and paid media campaigns in accordance with company and brand guidelines.
- Ensure social media and paid media campaigns accurately represent the products and services on offer.
- Prepare insightful analytical reports on campaigns.



Paid Media

- Collaborating with an agency to develop, execute and scale paid search and display ad campaigns across Google, Bing and other search engines.
- Collaborate with third parties to negotiate traditional paid media ad campaigns across print, digital and audio.
- Oversee campaign spend to ensure campaigns are performing efficiently and within budget.
- Collaborate with Copywriters, Digital Marketing Specialists and Graphic Designers to optimise paid ad material.
- Continually monitor, track and oversee campaign spend, to ensure campaigns are performing efficiently and within budget.
- Optimise campaigns based on regular monitoring to ensure they deliver return on investment.

Social Media - Paid

- Build targeted advertising campaigns on platforms like Meta (Facebook/Instagram), LinkedIn and TikTok.
- Conduct research, audience segmentation, and A/B testing to lower customer acquisition costs and boost conversion rates.
- Continually monitor, track and oversee campaign spend, to ensure campaigns are performing efficiently and within budget.
- Optimise campaigns based on regular monitoring to ensure they deliver return on investment.

Social Media - Organic

- Develop a social media strategy which builds a highly engaged community eager to find out more from The Insurance Emporium.
- Develop a proactive and reactive social media schedule to ensure relevant and engaging posts are shared.
- Regularly engage with other brands and organisations on social media to reach a wider audience.
- Use a scheduling tool to ensure posts are shared in a timely fashion at the optimum opportunity.
- Use analytics to gauge the success of campaigns to deliver detailed performance reports and refine future campaign strategies.

BENEFICIAL

The most important thing is that you're a creative and talented Social Media and Paid Media Specialist with the desire to deliver engaging and successful promotional campaigns.

However, education to A level or equivalent in digital or social media marketing is beneficial.



Please note, the successful candidate will be required to undergo a Basic DBS check