

Job title:	Social Marketing Executive
Department:	Marketing
Reporting to:	Marketing Manager
Direct reports:	None
Location:	Home-based (Required to travel to Hessle office x6 per month)

Role purpose

Our vision for our Giacom Community is “To create a friendly and open collaboration and peer support space for Giacom customers. A place for IT professionals to share information, common challenges and solutions. This helps Giacom to develop new product and service offerings that solve pain points and support customers to grow their businesses”

The purpose of this role is to champion this vision internally and externally. You will bring the vision and the community to life, managing and building engagement within our online customer forum as well as engaging in other IT forums and groups and channels to demonstrate the value the Giacom community can bring to owners, managers and engineers of IT services businesses.

Responsibilities & accountabilities

As the Community ‘champion’ you will be the point of contact within Giacom for all aspects of the Community, with driving engagement and maintaining the forum being your main focus. This includes:

- Developing and implementing an on-going Community engagement strategy
- Setting up and implementing social media and communication campaigns to align with marketing strategies
- Providing engaging text, images and video content the Community
- Responding to comments and customer queries in a timely manner, and encouraging other experts from across the Giacom team and other community members to do so where appropriate
- Monitoring and reporting on feedback and online reviews via external communities/platforms
- Organising and participating in events to build community and boost brand awareness
- Coordinating with Marketing, PR and Communications teams to ensure brand consistency
- Liaising with Development and Sales departments to stay updated on new products and features
- Build relationships with customers, potential customers, industry professionals and journalists through Community engagement.
- Stay up-to-date with digital technology trends
- Being the internal ‘Community advocate’, making sure the wider business has more awareness of Community activity.

Essential experience & skills

- Proven experience of working within an online community function or experience of building an effective community online community through social media groups
- Excellent communicator, comfortable with interacting and building relationships through social media channels
- Ability to build networks and relationships
- Infectiously enthusiastic, able to create excitement and buy-in
- Attention to detail and ability to multitask
- Knowledge of online marketing and marketing channels

Desirable experience & skills

- A personal interest in technology and experience as a participant in online tech forums
- Experience of managing Community forums
- Experience in launching community initiatives (e.g. building an online forum, launching an ambassador program, creating an event series and writing an email newsletter)
- Ability to identify and track relevant community metrics (e.g. repeat attendance at events)
- Ability to interpret website traffic and online customer engagement metrics

Personal attributes

- Willing to learn and develop within the role

Giacom values

- We are trusted experts in our field
- We pride ourselves on keeping things clear and simple
- We put our customers at the centre of everything we do
- We make Giacom a great place to work
- We are innovative and forward thinking