



<b>Job title:</b>	Content and Social Media Executive
<b>Department:</b>	Marketing
<b>Position reports to:</b>	Head of Marketing
<b>Main purpose of job:</b>	The Content and Social Media Executive is responsible for managing Mazuma’s social media presence. This includes creating and curating content, engaging with followers, monitoring social media channels, and analysing performance metrics. You will also work with other departments to ensure that social media strategies align with the overall business goals.

Key areas of responsibility	
<ul style="list-style-type: none"> <li>• Create engaging content for website, sales support and multi-channel campaigns</li> <li>• Plan and monitor the ongoing company presence on social media (Twitter, LinkedIn, etc.)</li> <li>• Using the Mazuma tone of voice to ensure that all communication from Mazuma, including the website and SM channels are on brand</li> <li>• Manage the Mazuma resources hub ensuring that the content adds value, is easy to find and helps build trust in Mazuma</li> <li>• Keep up to date with industry trends, highlighting opportunities for us to add value to our customers and small and micro businesses</li> <li>• Any additional tasks reasonably requested by management are expected to be completed</li> </ul>	

Person Specification		
Factor	Essential	Desirable
Qualifications		Degree level or equivalent qualification in Marketing
Relevant experience	Knowledge of how content can be used at different stages of the marketing funnel	
	2 + Years Experience of writing content for multiple channels including Social Media channels	
	Experience of working with developing content for Tik Tok as a channel to generate leads	

	Experience of writing content in line with SEO best practice	
		Experience within the accounting sector and/or understanding of the trends that effect the industry
<b>Aptitude, skills and abilities</b>	Creative with a passion for developing interesting content that resonates with the target market	
	Passion for creating content that adds value to small and micro businesses	
	The ability to prioritise workloads and take initiative	
	Excellent communication and interpersonal skills, with the ability to collaborate across teams.	
	A keen eye for detail	
	A professional and hard-working attitude	
	Team player	Understanding of the Building a Storybrand technique for content writing
		Video production skills
		The desire to work in an exciting and fast-paced environment

This role description is not intended to be exhaustive in every respect, but rather to clearly define the fundamental purpose and responsibilities for the role.