



Role Profile

Outside Line

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Role	Social Media Marketing Executive	Created by	Dan Rutherford
Responsible to	Head of Marketing	Last amended	6 May 2009
Location	London	Hours	09:30 – 18:00 (Mon to Friday)
Internal relationships	Account Managers, Finance and Directors/Management		
External relationships	Clients (reporting), Suppliers and Partners		

Role Summary

The role primarily involves working in project teams where you are responsible for helping to deliver social media campaigns for a wide range of clients. Reporting to the Head of Marketing (overseen by the Social Media Marketing Manager), the general tasks include researching the tools and mechanics required, audience profiling, pulling media lists, developing communications schedules, activating campaigns and reporting on activity as well as contributing to the initial creative process.

You will have a passion and interest in all aspects of social media including; blogging, social networking, UGC sites, microblogging and forums as well as an understanding of online marketing and PR. You will demonstrate a hunger, desire and willingness to learn in a fast-paced environment.

The ideal candidate/geek will be actively participating in social media and have a genuine passion for everything online.

Role Tasks

- Attend brainstorm meetings having read the project brief and researched any prospective areas in relation to the market, client or campaign
- Research and identify relevant media and audiences for any given campaign
- Effective budgeting and scheduling of the time needed to complete/fulfil a proposal
- You will effectively interact with other departments including new business and Account Managers, ensuring you are briefed fully and correctly in all aspects of the proposal – offering your own opinions and insight regarding to the approach where necessary
- Develop a marketing communications schedule - for the client to approve - once a proposal has been accepted
- Once a proposal has been accepted, execute and deliver in accordance to



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the communications plan. This can include any of the following channels:

- Corporate Blogging
 - Blogger Relations/Outreach
 - Microblogging
 - Buzz Monitoring
 - Online Research & Insight
 - Community marketing
 - Affiliate Marketing
 - Video/viral seeding
 - Online PR
- Collate and store campaign assets on the network working alongside the Account Managers
 - Provide reports (to an agreed timescale) on how the campaign is performing, liaising closely with Account Managers and overseen by the Social Media Marketing Manager/Head of Marketing
 - Respond to requests from the Social Media Marketing Manager/Head of Marketing in an efficient and timely manner
 - Keep all documentation up to date and in the correct folders on the server at all times
 - Produce a post campaign report covering how the campaign has performed and future recommendations, liaising with the Account Managers and Social Media Marketing Manager/Head of Marketing before delivery to the client
 - Support and assist Social Media Marketing Managers. Responding to requests in an efficient, timely and helpful manner
 - Actively share online knowledge and experiences with the OL team as a whole – imparting and sharing skills, techniques and approaches
 - Regularly maintain knowledge of emerging technologies, websites, practices and trends within social media

Required Competencies / Skills

Project Management

- Managing time allocated to projects, anticipating issues, dealing with problems and working towards a solution
- Manages activities and internal processes to meet deadlines
- Providing insight and feedback to the Account Manager and Social Media Marketing Manager/Head of Marketing as the campaign progresses – highlighting problem areas, recommendations and success stories

Strategic Thinking

- Understands how the marketing communications plan for each campaign meets the objectives of the client and how social media can be used to execute the strategy
- Able to creatively negotiate partnerships and develop relationships with partners, affiliates and influential blogs

Communication

- Communicates effectively throughout the agency
- Builds strong and constructive relationships with suppliers/partners
- Shows utmost discretion in confidential matters



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- Communicates problems/issues promptly so that solutions can be developed in a timely manner

Internal Practices/Market Expertise

- Regularly update and maintain the Outside Line media database
- Accurately forecast and record time allocated to projects and tasks using the timesheet system
- Thrive to continually update online knowledge, skills and practices by allocating time for research
- Keeps up to date with the latest industry developments

Please send CV and covering letter, plus salary expectations to:

Contact: Dan Rutherford, Head of Marketing

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