

# SOCIAL MEDIA

## EXECUTIVE

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AlloyGator are the market leaders in on-vehicle alloy wheel protection. With a sales presence in 35 countries and a worldwide customer base, AlloyGator are currently expanding from our UK head office to support our rapid increase in sales.

As a result of our increasing digital growth, we are now recruiting for a Social Media Executive to help grow our brand and increase our online footprint.

### The Position

Reporting to the Group Marketing Manager, the Social Media Executive will need to execute a pre-planned social media strategy which ensures that you are getting relevant content out to a relevant audience. In addition to this, the SME will need to review the data behind the social media and use your analytical skills to emphasise and drive their own recommendations to better the strategy and increase effectiveness from social advertising.

- Increasing brand awareness through social media platforms.
- Taking and editing of photos (Photoshop).
- Updating the companies social media pages.
- Creating flyers/Adverts.
- Marketing using social media.
- Email Campaigns.
- Update and amend company website.
- Support with designing flyers and posters to help promote the business. Daily Site Testing.
- Support the whole marketing team with all activities.
- Admin duties where required.
- Write engaging content for websites, blog, email and social media. Update Social Media channels and blog in line with strategy.

### Experience

At AlloyGator, we believe in giving chances and taking on highly skilled people with the right attitude. We are looking for somebody who has experience of:

- Working across social media platforms (Facebook, Vero, Instagram, YouTube, Reddit, and many more.)
- IT Skills
- Attention to Detail
- Time Management
- Interpersonal and Communication Skills
- Awareness and flair for social media channels
- Photoshop Experience
- Ability to think commercially



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## Qualifications and Necessary Skills

- Excellent communication skills.
- Excellent Organisational and Analysis Skills.
- Competent Level of IT Skills
- High Level of Attention to Detail.
- Ability to manage tasks at once working to tight deadlines.

## Desirable but not essential

- Marketing undergraduate degree.
- Master of Business Administration (MBA).

Please apply by emailing your CV and cover letter to [hr@alloygatorgroup.com](mailto:hr@alloygatorgroup.com)

