

Job title	Social Media Marketing Executive	Reporting to	Marketing Manager
Location	CASCO Pet HQ, UK (Horsham, West Sussex)	Position type	Full time/Hybrid working opportunity
Direct Reports	N/A		
The Company			
<p>CASCO Pet is a global business specialising in pet and aquatic shop fitting and revolutionary veterinary clinical housing with manufacturing and sales operations around the world. We are proud of our reputation for innovative and flexible designs which place us as the market leader in the pet and veterinary industry.</p> <p>Established in 1997, our Head Office is based in the UK with offices across Europe (Germany, France, and Portugal) and the USA and Australia.</p>			
Job Description			
<p>Reporting to the Marketing Manager, the Social Media Marketing Executive will be responsible for contributing and advancing our social media presence across various platforms. Your role will revolve around generating impactful and innovative content, that will engage and resonate with our target audience.</p> <p>You must also have exceptional copy writing skills to be able to tell our brand story, values and offerings while also driving leads to the sales team. You will monitor social media trends, tools, and applications to ensure our content remains current, competitive. You will also be confident with analysing social media performance and metrics to optimise future content and strategies.</p> <p>We have big ambitions, and we want someone to help us bring as much value as possible to the business by delivering a first-class marketing and communication plans. It is a dynamic role which requires a real eye for detail.</p> <p>A passion for pets and experience in the pet or veterinary industry would also be a distinct advantage.</p>			
Key accountabilities - main areas of responsibility			
<p>Content Strategy &amp; Planning</p> <ul style="list-style-type: none"><li>- Develop a comprehensive content strategy aligned with our goals and target audience.</li><li>- Plan and create a content calendar that outlines topics, themes and distribution schedule for social media posts, blogs, and other content.</li></ul> <p>Social Media Management</p> <ul style="list-style-type: none"><li>- Manage and maintain social media profiles on relevant platforms (LinkedIn, Twitter, META) with consistent branding and messaging.</li><li>- Create, curate, and schedule engaging and relevant content for social media posts.</li><li>- Monitor social media trends and industry news to stay informed about relevant topics for sharing.</li></ul> <p>Content Creation</p> <ul style="list-style-type: none"><li>- Write compelling and informative social media posts, tailored to our audience, that highlights our solutions across pet &amp; vet.</li><li>- Develop in-depth and insightful blog posts that addresses industry challenges, provides solutions, and showcases our expertise.</li><li>- Collaborate with experts and other teams to gather information and insights for creating high quality content.</li></ul> <p>Paid Social</p> <ul style="list-style-type: none"><li>- Help plan and execute paid social campaigns across META and LinkedIn</li><li>- Create engaging ad copy and visuals that resonates with our audience.</li></ul>			100%

<ul style="list-style-type: none"> <li>- Work with our agency to make sure that our target audience is defined, and our ads are optimised to improve results.</li> </ul> <b>Lead Generation &amp; Engagement</b> <ul style="list-style-type: none"> <li>- Craft content that educates and addresses pain points of prospects, positioning us as a valuable resource industry.</li> <li>- Implement strategies to drive engagement, such as thought-provoking questions, conducting polls and sharing relevant news.</li> <li>- Use social media listening tools to monitor and respond to comments, mentions, and enquires.</li> </ul> <b>SEO Optimisation</b> <ul style="list-style-type: none"> <li>- Incorporate SEO best practices into content creation, including optimising blog posts with relevant keywords.</li> <li>- Ensure social media profiles and content are optimised for search visibility.</li> </ul> <b>Analytics &amp; Reporting</b> <ul style="list-style-type: none"> <li>- Track and analyse key performance metrics for social media and content campaigns, such as engagement rates, click through rates and website traffic.</li> <li>- Use data-driven insights to refine strategies and make informed decisions for future content creation.</li> </ul> <b>Collaboration &amp; Coordination</b> <ul style="list-style-type: none"> <li>- Coordinate with the marketing team, and designer to ensure cohesive messaging and branding across all content.</li> <li>- Collaborate with the sales team to understand customer pain points and translate them into content that addresses their needs.</li> </ul> <b>Continuous Improvement</b> <ul style="list-style-type: none"> <li>- Stay open to feedback and continually refine content strategies based on performance.</li> <li>- Experiment with new content formats and approaches to maintain audience engagement and interest.</li> </ul> <b>Conversion Optimisation</b> <ul style="list-style-type: none"> <li>- Develop strategies to guide prospects through the sales funnel.</li> </ul>	
Contacts - External	Contacts - Internal
<ul style="list-style-type: none"> <li>• Hootsuite</li> <li>• Customers – via social commentary</li> <li>• Agencies – Grandad Digital, ROUTE Media, Salesforce</li> <li>• Translation Agencies</li> <li>• Media Owners</li> <li>• Printers</li> </ul>	<ul style="list-style-type: none"> <li>• Marketing Manager</li> <li>• Website &amp; Design Executive</li> <li>• Sales Team</li> <li>• Help Desk</li> <li>• Operation Team</li> <li>• Print &amp; Graphics Team</li> </ul>
Role Related Expertise required	
Qualifications/Experience	
<ul style="list-style-type: none"> <li>• Previous experience in a Social Media Marketing role – minimum 2 years</li> <li>• A certificate or degree or equivalent in Marketing, preferably Chartered Institute of Marketing (CIM) or Digital Marketing Institute (DMI), working experience in an agency or client side or equivalent would be ideal.</li> <li>• Work experience in Social Media &amp; Digital Marketing, and lead generation.</li> <li>• Exceptional copy writing skills.</li> <li>• Experience of using CMS.</li> <li>• Strong skills in Microsoft Office, particularly in PowerPoint.</li> <li>• Experience of photoshop or alternative.</li> </ul>	

- Basic understanding of HTML

#### Required Skills

- An excellent social media marketer with the ability to translate business objectives into high quality brand communications.
- Excellent eye for detail and exceptional copy writing skills
- Strong communication skills (both verbal and written)
- Ability to priorities workload and multi-task
- Able to use initiative and to work in an organised fashion, often under pressure
- Good problem-solving skills, 'Can do', 'working together mindset' and positive attitude
- Team working skills, confident, exceptional attention to detail, discrete, trustworthy and reliable
- Ability to speak French or German would be an advantage
- Passion for pets would be a great advantage for this role
- Ability to deliver and manage multiple campaigns as outlined in annual & monthly marketing plans
- Excellent organisational, communication and project management skills

#### Incentive Scheme

- Salary up to £30k p/a depending on experience
- Hybrid working opportunities (home equipment provided)
- Bring your dog to work, subject to the company's Petiquette guidelines
- 22 days leave, plus bank holidays per annum. Plus an additional day's leave for each completed year of service, up to a maximum of 5 years.
- Plus a day off to celebrate your birthday\*
- Annual profit related bonus
- Wellbeing Health Scheme
- Employee Assistance Programme
- Company pension
- Free on-site parking

\* after 2 years continuous service and when the birthday falls on a working day