

HEAD OF SOCIAL MEDIA, FOOTBALL

GRV Media is a high-growth, multi-platform new media company with a 20 year successful track record and 150 staff and content providers. Our own and partner sites achieved 463m page views in the second quarter of 2022, from 178m users.

We're looking for an experienced and enterprising media professional to join a hard-working team as our Head of Social Media for Football. Reporting to the Global Head & Director of Social Media, the role will lead and help shape the social media presence of GRV Media's football content by producing engaging and shareable content.

The ideal candidate lives and breathes football and has a minimum of 3 to 4 years experience in building and managing social media content for sports publishers. You'll be able to lead, manage and develop a team, identify trending stories and trends, manage a high volume of content across various platforms, react quickly to breaking news and edit content gathered from across our network for Facebook, TikTok, Twitter, Instagram and other relevant social media platforms.

GRV Media is a UK based, remote company and applicants are asked to apply only if they have a right to work in the UK, are prepared to work remotely and enjoy doing so.

Main areas of responsibility:

- Ability to work with the Director of social on a long-term social media strategy
- Work with our leadership teams to build and deliver GRV Media's social media strategy and to grow audiences whilst avoiding a 'click-bait' approach
- Show excellent news judgement when making decisions
- Proven track record of increasing traffic, audiences and engagement, using data analytics to inform story selection
- Demonstrate a clear understanding of media law and ethics
- Pitch creative ideas and have the ability to deliver them
- Mentor and train members of the team

Key skills:

- Strategic outlook with operational efficiency
- Management of a growing team

- Facebook ads skills, knowledge of business manager, understand custom and lookalike audiences
- Ability to think outside of the box when creating content
- Work under pressure to tight deadlines whilst keeping an eye on the finer details
- Excellent understanding of online journalism and social media platforms
- Extensive experience using Canva, Adobe Premiere, After Effects, Photoshop, etc
- Eye for long form and short form video content opportunities
- Minimum 4 years of building and managing social media accounts for publishers
- Paid social experience is essential, working to budget to get desired results
- Knowledge of video monetisation on Instagram, Twitter, and Facebook
- Meet deadlines and manage team workload
- Excellent copy writing and communication skills
- Ensure legal, taste and decency obligations are adhered to

Benefits

- Taking the lead on interesting projects with interesting people
- A competitive salary depending on experience
- Discretionary bonus scheme
- Company Pension contribution
- A professional but friendly working environment.

Applying

Apply via email using the link below. Include your CV, a little bit about you, some examples of projects you've worked on, and why you'd like to work with us.

[Apply Here](#)

If we think you're a good fit we'll arrange a telephone call with you soon after that.

We are an equal opportunity employer.

Seniority Level
Mid level/ Senior

Employment Type
Full-time

Industry
Online Media, Publishing, Marketing & Advertising

Job Functions
Social Media, Journalism