



---

## Social Media Marketing Manager

---

### Who are we?

A pioneer of organic home delivery, Abel & Cole is a brand famous for seasonal organic fruit & veg. Since 1988 we've built close relationships with other brilliant organic pioneers in order to deliver a wide range of fantastic organic food to people's homes across much of England. We represent a refreshing alternative to supermarket shopping, but without being worthy or preachy. No air freight, no silly packaging, no nasty chemicals – just great food produced by people who really love what they do. We deliver to around 40,000 households and we employ nearly 600 great people. We consider ourselves bold, irreverent, genuine, friendly and honest, and it is crucial that this comes across in everything we do.

### Role Summary

Reporting to the Senior Content Strategist and working within the marketing team, we're seeking a creative Social Media Marketing Manager to drive the success of the Abel & Cole social media channels. We are looking for someone to shape and manage the entirety of our Social Media Marketing Strategy, to provide direction to an exceptionally talented Creative Team and to innovate based on ideas inspired by previous experience and content industry developments. This role requires a mix of analysis and creativity, as you will lead the way in creating engaging social content for our current and potential customers whilst measuring the content's success.

You will work closely with the Senior Content Strategist to shape the Abel & Cole social media strategy. You will thrive in briefing concepts to the Creative Team and be comfortable in working collaboratively with copywriters, designers and photographers to bring your brief to realisation. The Analysis Team will help you to measure performance and to share these findings with the Senior Content Strategist. You will also work closely with the Customer Service Social Media team who carry out community management. We provide a fun and collaborative working environment – this is a fantastic opportunity to be part of a Marketing department that is investing in the potential of social media. This is an important role for Abel & Cole, with a great scope for responsibility and results-driven creativity – it is a role that we are hugely excited about. If you share our excitement for a role that is vitally important to Abel & Cole then read on to find out more:

### Here's what you'll be getting up to:

- Advocate for the Abel & Cole mission and brand values
- Help to develop and own the Social Media Content Strategy for both paid and organic activity across:
  - Facebook
  - Instagram
  - Twitter
  - Pinterest
  - LinkedIn
- Manage all social media content, including day-to-day posting and wider paid campaigns
- Set ambitious targets and measure their success. Share these learnings with the wider team and inform our next steps



- Act as our in-house expert on industry trends and platform innovations
- Work closely with external agencies to organise paid social campaigns
- You will have the chance to attend ad-hoc events as needed, posting live updates on social media channels
- You will have the chance to visit our suppliers and understand first-hand the people behind our brand mission
- Be a key contributor in briefing sessions, brainstorming and weekly content meetings

**Here's what we are looking for:**

- Substantial experience managing B2C social media channels (ideally with a lifestyle brand)
- Substantial experience in working on both paid and organic social media content
- Substantial experience measuring content ROI against a KPI
- Analytical with strong reporting abilities
- Demonstrable knowledge of Google Analytics and SEO
- Experience with 'crisis comms'
- Experience working collaboratively with external teams – whether that's in house or agency
- Energetic and skilful storytelling
- Understanding of the commercial objectives behind content
- Eye for detail and skilled in writing concise, grammatically correct copy
- Organised with ability to independently manage own workload
- Experienced enough to generate ideas and persuasive enough to help us take bold steps
- Approaches each task with the same level of creative energy
- Advocate for great content and the innovations that will help to achieve this
- Passionate about organic

**What we offer**

- This is a full-time position as we want to spend lots of time with your wonderful self – 37.5 hours per week
- 30 days inclusive of bank holidays running from the 1st May to 30th April
- A free box of fruit and veg every week (it's pretty delicious!) alongside company discount of up to 35%.
- Cycle to Work Scheme
- Lunch club prepared by our in-house Chef
- Grants for sport, performing arts, education and non-vocational courses

To apply, please email your CV and covering letter to [careers@abelandcole.co.uk](mailto:careers@abelandcole.co.uk)