



Job Description: Social Media Coordinator

Location: TGBC Office, Epsom, Surrey*

Salary: £28-£32k, though previous experience will be taken into consideration

Benefits: Generous pension scheme, staff discount on TGBC resources, 23 days paid leave, extra leave for camps and missions

Reports to: Vice President of Marketing

Application Deadline: 11th March 2024

THE ROLE

The Good Book Company seeks to publish excellent books and resources for individuals and churches, which are biblical, accessible, and relevant. The Marketing team promotes them creatively and effectively so that they reach the widest possible audience.

The Social Media Marketing Specialist works closely with the VP of Marketing and other members of the marketing team to coordinate and execute social media efforts through which customers engage with our advertisements and content through platforms such as Facebook, Instagram and Twitter.

KEY DUTIES AND RESPONSIBILITIES

- Collaborate with the marketing team on the strategy behind social media marketing
- Manage social media efforts globally on behalf of the company, including writing captions, scheduling posts, and requesting graphics from the design team for the posts
- Monitor social media channels and interact with customers on behalf of the company
- Oversee the paid advertising elements of social media, such as boosting posts
- Maintain our social media storefronts, such as our Facebook store
- Coordinate several social media-led giveaway and lead generation campaigns each month
- Develop other types of engaging media in support of social media efforts, such as digital quizzes, polls, or Q and As
- Create reels in conjunction with the design team
- Monitor and analyse data for all social media platforms
- Suggest new ideas for social media marketing to progress the company's reach and effectiveness

- Contribute to the creation of other marketing materials that will point to social media, such as those used at conferences
- Potentially attend industry conferences and events as a representative of the marketing team
- Project manage or co-project manage book launches as assigned, up to 12 a year
- Support and collaborate with marketing team colleagues to unify all social media and book launch efforts

SKILLS AND EXPERIENCE

Required

- In sympathy with The Good Book Company's aims, values and statement of faith (find out more at thegoodbook.co.uk/about)
- Strong written communication skills
- 1-2 years of experience in marketing and communications (internships may qualify)
- Basic editing skills
- Organised, detail-oriented, proactive and inquisitive
- Proven team player with a desire to learn, improve, and support others
- Familiarity with evangelical Christian culture, terminology, and trends

Desirable

- Experience with digital platforms such as Facebook Business Suite, Link.bio, Qzzr
- Understanding of Google Analytics
- Experience with boosting posts and social media advertising
- Knowledge of SEO best practices
- Degree in marketing or a related field
- Willingness to visit the company's US office

To apply, please email your CV to **careers@thegoodbook.co.uk**.

** Except in exceptional circumstances, staff are required to work in person in the Epsom office a minimum of three days a week for at least the first year of their employment.*