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## Social and Digital Media Executive (6 month FTC)

**Location:** Shoreditch High Street, E1 - hybrid working from home and the office

**Start date:** Immediately

**The skills we're looking for:** Knowledge of LinkedIn, Instagram, Hubspot and PPC marketing, including paid and organic strategies. Using these tools to build the Given audience, drive traffic to our website and marketing content and ultimately support inbound new business enquiries.

**Reporting into:** Creative Director

**Salary:** £28,000-£36,000, depending on experience

**Apply:** [Click here to apply!](#) You will be taken to an external website where you will be asked to fill out an application form. Make sure to attach your CV and cover letter. Tell us why Given, why this role and why you.

### About Given

We're Given, an award-winning purpose consultancy based in Shoreditch. We help businesses and brands unleash the power of purpose, combining a strategic consultancy and creative studio under one roof. We're also part of Anthesis: the biggest end-to-end sustainability consultancy and communications partner in the world. At Given, everything that we do is about making businesses and brands a force for good – helping create positive change for people, communities and the world. Working with ambitious clients on business and brand purpose, sustainable business strategies and creative communications, we are seeing the demand for our services grow exponentially. With this, we want to level up the impact of our social and digital media to stand out among our competitors and grow our sphere of influence. These are some examples of the kind of work you would have been involved with in the last few months:

- Developing and managing the social and digital media strategy, content production and channel management of assets relating to the Given x SailGP 'Purpose in Sport' event. Including live coverage at the event across relevant channels
- Researching and building mailing lists for direct and Hubspot outreach to new business prospects in relation to the Given 'Inside the Index' report, including briefing Exec team
- Optimising the SEO, PPC, LinkedIn and Instagram strategy for the launch and ongoing promotion of the new Given website and its content
- Attending the weekly Business Development Leadership meeting to proactively suggest and implement how social and digital media can complement and amplify activity
- Producing and managing a weekly content calendar and implementing it through Given channels
- Writing content, as well as briefing and reviewing content produced by the Creative and Strategy team. Socialising it with Given leadership.

As we head into the next chapter of growth for our business as part of Anthesis we are looking for an independent, knowledgeable and self-starting Social and Digital Media Executive, with a flexible and collaborative working style and knowledge of a wide range of platforms. We offer great benefits, a collaborative and creative, ideas-based environment, impactful and meaningful work, brilliant career opportunities, and the chance to work with some of the biggest and best businesses & brands in the world.

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## Background to the role

This is a new role we have created as part of a revised approach to our marketing. We are looking for someone to work closely with our new Marketing Operations Manager and Exec team to supercharge the impact of our social and digital media channels for the Given brand and new business prospects – all building our reputation in the purpose, sustainability and social impact space for strategic rigour and creative excellence.

The role will report into our Creative Director, but also work closely with our Chief Strategy Officer, other members of the Exec team and the Given Creative team. You'll have support from our in house Creatives, Copywriters and Designers to produce content to your clear and concise briefs.

## Role and responsibilities

This is a really exciting new role for us as we create more outward-facing content and strive for more sophisticated and impactful strategies that optimise, through paid and organic, the owned channels and digital tools at our disposal.

As part of our new approach to marketing, this role will be key to increasing the awareness, fame and reputation of the Given brand and build knowledge of the full range of our capabilities with our audiences.

As our business development strategy centres around hosting and promoting events and producing thought-leadership materials, you'll use your social and digital media expertise to maximise the reach and engagement with content related to these. This will include developing and delivering agile set-piece and always-on content strategies and content calendar across our available social and digital channels, currently including:

- LinkedIn
- Instagram
- The Given website, with Wordpress CMS
- PPC
- Hubspot

You'll be responsible for growing the Given following across all channels, driving traffic to our website and managing community engagement in real time. Given leadership will also be looking to you for proactive recommendations to optimise our suite of social and digital tools and channels - making sure we're always making good investments to deliver on our marketing objectives.

Reviewing the KPIs for social and digital marketing will be one of your first challenges. Then, on a monthly basis, you'll be reporting on the progress you've made by contributing a summary to the management accounts that are reviewed by the Exec team.

## About you

Experience working in a similar role in a startup or fast growth small-to-medium sized business would be really valuable. That's because our marketing team is small, nimble and punches above its weight. To thrive you'll need to feel confident managing your own time and priorities, as well as the

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expectations of various internal senior stakeholders. You'll have strong project management skills and be able to seamlessly collaborate across departments, and especially with the Marketing Operations Manager, the Exec and the Creative team.

In the hubbub of client work, our marketing activity can sometimes get deprioritised, so we're looking for someone keen to be visible in the business. Your passion and positive attitude should help raise the profile of the great work the marketing team is doing for the growth and fame of Given.

In a nutshell:

- **You'll be agile, flexible and bring ideas to the role** so that we're switching things up when needed to reach our marketing objectives
- **You'll be curious to learn more about purpose and sustainability**, but having some level of existing knowledge of either or both of those topics is essential
- **You'll be positive, determined and driven to get things done**, proactively engaging the wider team to keep things moving but at times working independently as well.

There are also some specific skills that we'll be looking for:

- **Knowledge of how to optimise LinkedIn and Instagram for B2B paid and organic marketing.** This will also involve educating other team members as necessary to get buy-in and investment. We believe LinkedIn is an especially powerful and underutilised tool for us at the moment.
- **Fresh and on-brand content ideas**, so our social and digital media is engaging and fully reflects the Given brand, employer brand and breadth of our offer.
- **Real time community management** across all owned channels and tools
- **Hubspot experience** that enables you to optimise the features the platform can offer, including managing email databases and campaigns.
- **Wordpress experience** that will enable to you keep our website up to date with the latest news, articles, open positions, case studies and marketing material downloads
- **Copywriting confidence**, allowing you to independently produce high quality day-to-day content. Things like drafting social media content, blog posts and case studies
- **Capturing high quality live content** to lift the lid on everyday working life and set piece events at Given. This might be delivered as photography, video or even Instagram Reels.
- **Briefing, collaborating and building relationships with colleagues**, including people working across the Strategy, Creative and Exec teams.
- **Project management skills** will be extremely useful to allow you to keep the marketing and content plan on track

## Recruitment process

Our first step will be a 30 minute phone call to understand a bit more about you and why you've applied. Next, we'll invite candidates to a more formal interview to get into more detail about your experience and expectations of the role. This may also involve answering a short brief or writing a short article or blog post on a purpose related topic, that should only take a few hours of your time to prep, and presenting back to us. This interview will be face-to-face in our Shoreditch office.

## For our people

- Hybrid working, with one fixed day in the office a week

- We offer 26 days paid holiday per calendar year pro rata, plus public holidays. We also close the office between Christmas and New Year, which is in addition to your paid holiday allowance
- Company bonus scheme
- Pension Scheme with Aviva, eligible after passing your probation
- Health plan with SimplyHealth, eligible after passing your probation
- £100 working from home allowance to help your home office set up, eligible after passing your probation
- A tenure bonus reward after 3 and 6 years of employment
- Work from anywhere for 1 month of the year, after your first year of employment
- Access to our Given Lighthouse for training and development needs
- Interest free season ticket loan and Bike to Work scheme

Given strives to be an equal opportunities employer and everyone's commitment to this process will be expected. We are proud to be different and that starts with our people. We believe in equal opportunities for everyone. Individuality is what makes us great, we want everyone to bring their full self to work and create something amazing. We are happy to discuss flexible and agile approaches to working for all our roles - we can't promise we will be able to offer you everything you want or need but we do promise to discuss it with you openly and honestly. If you have any reasonable adjustments required in order to fully participate in the recruitment process, please discuss it with our recruitment team.