

Exciting opportunity for a Social Media Manager

We are looking for an enthusiastic and highly motivated Social Media Manager to join us at BTC RACING, a leading team in the 2022 British Touring Car Championship together with exciting quality brands and their businesses that are within the group led by entrepreneur Steve Dudman. This is a fantastic opportunity to be part of an exciting team and the key responsibility surrounds all team social media management internationally.

The role will provide an insight into the exciting world of motorsport and other on-trend brands, as well as working with high profile stakeholders.

Job role and responsibilities:

Responsible for leading the creation of high-end content on the BTC RACING and the suite of brands and social media channels and supporting the evolution of the group's social and media strategy.

The role of Social Media Manager will involve managing the company's online presence by developing a clear and targeted strategy, producing engaging content, analysing usage data, growing the community engagement and managing projects and campaigns.

- Help to deliver social campaigns and always-on content across key channels. This includes planning, crafting assets, writing social-first copy and scheduling content, to support our various brands using our in-house Graphic designer
- Create engaging multimedia content across multiple platforms
- Proactively identify emerging social media trends and opportunities that can be applied to the brand portfolio in a relevant way and either following or even leading trends.
- Capture content with a detailed eye for sport and entertainment led photography
- Use data-driven growth tactics to increase social engagement and audience
- Monitor, track, analyse and report on performance of the social media platforms
- Investigate e-commerce opportunities across all relevant platforms
- Analyse competitor activity and report
- Recognise improvements to increase performance
- Manage and facilitate social media communities by responding to social media posts and developing discussions
- Support the Commercial and PR team in the execution of the teams overarching commercial, marketing and PR strategy, including promoting experiences and events, product launches and reacting to market trends
- Some weekend working will be necessary, this a high energy opportunity for a person wishing to prove their ability

Email your CV and covering letter to: James Filmer – jf@btracing.co.uk