



KNIGHT KNOX

Social Media and Content Marketing Executive

Contract: Full-time office-based role in Manchester

Hours: Mon to Thurs: 9.00am/9.30am – 5.30pm/6.00pm, **Fri:** 9.30am – 5.30pm

Location: Knight Knox UK, Quay West, Media City, M17 1HH

Salary: £28,000 – £30,000 depending on experience

We are seeking an experienced and creative Social Media and Content Marketing Executive to join our marketing team. This role is crucial in managing and developing our social media channels, generating compelling content for our website, and driving organic growth. The ideal candidate will have a passion for digital marketing, a keen eye for detail, and the ability to produce and deliver engaging content that resonates with our audience. You will work in collaboration with our Content Creator and SEO Agency to maximise engagement.

Key Responsibilities:

Brand Awareness & Lead Generation:

- Develop and execute campaigns to increase brand awareness and generate leads through mainly organic methods
- Analyse and report on the effectiveness of marketing campaigns
- Identify new opportunities to improve and grow our brand presence
- Engage with our online community, responding to comments and messages to foster relationships

Social Media Management & Development:

- Develop, implement, and manage our social media strategy
- Collaborate with our in-house Content Creator to generate unique, engaging content for use across social media platforms (e.g., Facebook, LinkedIn, Instagram)
- Monitor and analyse social media metrics to gauge success and inform strategy adjustments
- Stay up to date with the latest social media best practices and technologies
- Collaborate with other departments to ensure brand consistency

Content Creation:

- Write, edit, and publish high-quality content for our website, including blog posts and case studies
- Optimise content in collaboration with our SEO agency to improve visibility and search engine rankings
- Develop content calendars and ensure timely delivery of all content.

Required Skills:

- Proven experience in social media management and content creation.
- Strong writing, editing, and proofreading skills.
- Skilled in SEO best practices.
- Highly proficient in social media platforms and analytics tools.
- Creative mindset with the ability to generate innovative ideas.
- Excellent communication and interpersonal skills.

- Ability to work independently and as part of a team.
- Strong organisational skills and attention to detail
- Experience with graphic design tools (e.g., Adobe Creative Suite, Canva).
- Good knowledge of Wordpress
- Experience with email marketing campaigns and tools

Why join Knight Knox:

- A close, passionate team with an exciting calendar of social events planned throughout the year.
- Comprehensive private medical care (after 1 year), including discounted gym membership, free cinema tickets, free Starbucks and free eye tests. You will also have access to the company pension scheme.
- Outstanding performance is recognised and rewarded in various forms throughout the year, such as bonuses and social events.
- Training and real support are provided to help you reach your potential

Please submit your CV and covering letter to careers@knightknox.com to apply.