

SOCIAL COMMUNITY EXECUTIVE

Location: Pimlico with blended working	Profession: Marketing
Reports to: Social Media Manager	
People Management: NA Assignment Management: NA	
Job description (critical purpose) As the Social Media Executive you'll be the external voice of John Lewis managing all social channels including Facebook, Instagram, Twitter, Pinterest, YouTube and TikTok, building and cultivating best-in class communities with our customers and engaging with influencers. You are a confident copywriter who will adopt our tone of voice, act as our brand guardian and consistently look for ways to enhance the customer experience. You will feel confident analysing data and customer sentiment to report back to the business on content and campaign success. You'll demonstrate the ability to spot trends and jump onto proactive opportunities so that John Lewis is present in relevant conversations at the right time. You'll be charged with owning the editorial social calendar, looking at planned and reactive social opportunities and know how to create compelling social first content that drives high engagement and social buzz. The role requires a flexible and proactive approach, with the ability to craft engaging social posts, spot conversation trends and present analysis to the wider business. The job would suit someone with an excellent attention to detail who is comfortable working to the guidelines and principles of our brand. The ideal candidate would have experience in growing social communities with experience of turning analysis into actionable insights. Supporting the Social Marketing team, you will have the opportunity to work across a wide range of campaigns across Fashion, Beauty, Home and Electronics. Through your Profession you will have the opportunity to develop and stretch personally and professionally to achieve your potential. The Partnership supports agile and flexible working practices, such as when, where and how we work. We have several different ways to work flexibly, including part-time, flexible or compressed hours, and job sharing. Head office areas also support a blended working approach. We celebrate diversity and inclusion in the John Lewis Partnership and we are committed to becoming the UK's most inclusive business, reflecting and connecting with the diverse communities that we serve.	
Primary Outcomes & Accountabilities • Create, curate and plan engaging social media content • Manage all social platforms, driving follower growth, engagement and referrals • Analyse and report on social media, email and content success • Use data and social feedback to inform internal teams on consumer opinion, content and campaign successes, and learnings • Work closely with the social team to lead, plan and implement digital and social media campaigns	Measures of success Annual and monthly channel performance KPIs (follower growth and engagement rate) Delivery of strategic projects Stakeholder feedback

Skills

Customer centric mindset	Puts every customer, both internal and external, at the heart of everything, and understands the Partnership ambition to offer differentiated service that is aligned to our Values. Understands that they are empowered to deliver incredible service for every type of customer with whom they interact and act on this every time in every environment.
Analysis of data	Evaluates and analyses different types of complex data objectively and sees patterns and meaning to establish the key relevant facts. Uses this thinking to make credible recommendations to inform critical decision making.
Digital Awareness	Demonstrates an awareness and adoption of digital and social channels and technologies. Is hungry and enthusiastic to learn more about the required skills in this area.
Task Prioritisation	Plans and reviews workload regularly and is prepared to adapt to ever changing circumstances.
Showing innovation	Explores possibilities with enthusiasm and acts on instinct to generate well formed ideas and understands how new concepts, theories and ideas fit in with future direction and business objectives. As a result, develops new objectives and initiatives for the business.

The six Assessment Criteria for Resourcing most relevant to this role are:	
- Customer & Performance Focus - Empowered Partner - Planning & Delivering Excellence - Collaborating & Supporting - Applying Insight & Analytics - Creativity & Innovation	

Qualifications & Experience
ESSENTIAL ● Experience managing multiple social channels - Facebook, Instagram, Twitter, Pinterest, Snapchat, TikTok and YouTube, ensuring channel hygiene is maintained at all times. ● Creative thinking - delivering inspiring and relevant content that is channel centric, utilising formats and different aesthetic styles to tell engaging stories. ● Brand tone adoption - understanding the brand tone of voice and values to implement through content and copy. Get under the skin of our target customer to ensure that all communication serves their different need-states. ● Insight and analytics - experience in reporting, social media analytics and listening. Reviewing numbers and turning insights into actionable plans. ● Agility and strong attention to detail - flexible working across multiple projects and developing reactive content whilst ensuring that all content distributed fits the brand tone and is of the best quality. DESIRED ● Online retail experience ● Customer experience management ● Influencer management experience ● Marketing / Business related degree or equivalent experience

- Paid social media experience
- Demonstrable understanding of how social marketing channels work and can influence customer engagement
- Budget management

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1.0	Katie Watson	14.07.21

Partnership Level: 9 Manager's Partnership level: 7
Job Family Group: Job Family:
Pay range/Compensation Grade Profile:

Vetting required? (Yes or No) • xx
