



Job title: **Senior Social Editor**  
Department/Brand: Content / Editorial  
Reports to: Head of Social Editorial  
Duration: Permanent  
Hours: Full time  
Office Location: Hybrid / London, UK

### **About Jungle Creations**

[Jungle Creations](#) is an award-winning social media-first publisher that exists to create ideas that get people to thrive online and in the real world. With offices in London and New York, the company owns and operates a number of hugely popular media brands. They each create and publish content across a number of different passion points, from food to women's interests and fitness, and they include; VT, Twisted, Four Nine, Craft Factory, Level Fitness, Futur3ology and Lovimals, which together have amassed over 125 million followers worldwide. Jungle Creations works with clients including the likes of Diageo, McDonald's and Unilever, to help them reach its audiences through impactful and engaging branded content which has seen the company win The Drum's sought after 'Branded Content Team Of The Year' for the last four years in a row. Today the business has branched out into many offline ventures including Twisted: A Cookbook, a delivery-only restaurant business; Twisted London, and a Twisted IPA in collaboration with Brewgooder. Jungle Creations is also home to The Wild, an award-winning social media-first creative agency that helps brands turn heads and make it matter, specialising in social media management, multi-platform creative campaigns, branded content, production, influencer, and performance marketing.

### **Role Purpose:**

The Senior Social Editor will be a key part of Jungle's fast-paced Editorial team, which is dedicated to bringing the day's top news and entertainment stories to our millions of followers across our social media platforms.

We're looking for somebody with a passion for social media, who'll be able to spot a trending story before our competitors, and who can create engaging posts that'll drive readers to our websites.



If you're enthusiastic about smashing targets and relish the fast-paced intensity of the daily news cycle, then this is the role for you.

### **Key Responsibilities:**

After helping to establish what subjects and trends make our audiences buzz, the Senior Social Editor will be responsible for building a day-to-day schedule around what is trending that day.

As well as sourcing the day's most sharable and talked about stories, you'll be tasked with packaging and posting content across our social media pages.

The role will also involve the Senior Social Editor working with the Editorial team to not only track the performance of our posts but continually develop ways we can improve and build our audience.

Helping to assist the Head of Editorial with various tasks, you will also be required to lead shifts and assist the writing team, ensuring that all articles are packaged in accordance with social media guidelines.

Other key responsibilities include:

- Researching and discovering the hottest videos, news, and trends that are inherently shareable and that will provoke a meaningful discussion within our audience.
- Source trending stories while always staying one step ahead of our competitors.
- Not only establish what our audiences want to see across our platforms but also collaborate with the team on how we can continue to grow.
- Introduce sourcing methods that the entire Editorial team can utilise.
- If necessary, reach out to copyright holders and request permissions for the use of content – potentially building long-term relationships in the process.
- Packaging, scheduling, and sharing content across Facebook, Snapchat, Twitter, and Instagram.



- Create thumbnails, titles, and captions that are eye-catching, and engaging, and that drive clicks and engagement.
- Monitor traffic and engagement and report ideas on how to continue optimising our content.
- Stay on top of updates across all social channels to ensure that guidelines are being followed and our methods are up-to-date.
- Work and share your knowledge with other teams in the company on output across social channels, such as working with Project Managers to ensure all branded content has the best possible packaging.
- Make sure all content follows the brand pillars and voice of all Jungle Creations' brands.

Additional responsibilities include: Weekend shifts may be required, as well as out-of-hours shifts for key events/breaking news.

**Background and experience:**

- Experience working for a target-driven company and a passion for seeing numbers climb.
- Experience using analytical tools such as Google Analytics and Crowdtangle to create reports and deliver stats to the Head of Editorial.
- A genuine passion for social media and strong knowledge of Facebook, Twitter, Snapchat, and Instagram, as well as Creator Studio etc.
- Experience working in a social media-driven environment.

**Skills:**

- Impeccable attention to detail in text and images.
- A keen eye for what's trending on social media.
- An entertaining and engaging voice throughout your work, as well as excellent written and spoken communication skills.
- Ability to take initiative and work proactively, making sure your decisions deliver results.
- Strong skillset when it comes to titling and packaging articles for social media.



- Must remain calm under pressure and be able to adapt and react to changes.
- Must be organised and be able to deliver on targets and plans.
- Strong knowledge of Google/Microsoft Office in order to put together docs, spreadsheets, and presentations.

All employees are expected to comply with the company code of conduct, act professionally with colleagues, and treat colleagues and the workspace with respect; It is your responsibility to ensure your behaviour, attitude and appearance always positively reflect Jungle Creations and doesn't do anything that would bring the reputation of the company into disrepute or cause a loss of confidence in its work.

#### **Measures of success and key stakeholders:**

Employees are monitored with bi-annual KPIs to measure their performance; these KPIs are made up of both skills and behavioural competencies. Jungle is committed to rewarding those employees who consistently exceed their bi-annual KPIs and will ensure those employees advance within the business.

KPIs:

- Ensuring monthly traffic, engagement, and revenue targets are met.
- Help to maintain high motivation and morale within the team.
- Guarantee all posts adhere to copyright laws and social media guidelines.

Key stakeholders:

- As well as the Editorial Team, you may be asked to work closely with our SEO Director, Licensing Team, Project Managers, Social Team, and others within the company.

## **We want you to add to our culture**

At Jungle Creations, we aim to ensure our workforce reflects the diverse society we live in. Our different ideas, our different perspectives and our respect for one another enables us to be innovative, creative and build a sense of belonging that actively encourages our people to add to our culture. We want everyone to feel that Jungle Creations is a place where they belong



and that is the reason why we look for the cultural add, not the cultural fit.

## Our mission

*'We exist to create ideas that get people to thrive online and in the real world'*

## Our values

This is who we are. These qualities are the things we look for in new Jungle talent, the things we celebrate and reward our people for, and the things clients discover about us and our work.

### **Collaborate.**

Whether in a small or large capacity, every one of our departments work in collaboration with each other. Encouraging this total collaboration means our people can team up with ease, and create the perfect environment for idea sharing, creative thinking, and working closely with clients and partners alike.

### **Innovate.**

In a business and world that is forever changing, we pride ourselves on how agile and adaptable we are. Striving to experiment, take risks and be bold, Jungle celebrates how quickly its people can innovate and move with the times, ensuring we are at the forefront of change and the best in the industry.

### **Champion.**

We champion our people, their ideas, and their differences. Our people respect one another and the things that make each of us unique. We aim to support all voices internally and reflect this in the work we do. We actively encourage our people to add to our culture and want everyone at Jungle to feel that they belong.

## Post Covid-19 Plan

We have carried out a full risk assessment and have moved to a permanent hybrid working system that sees staff split their time between the office and home (government guidelines allowing). Each team differs in terms of their in-office expectations so feel free to discuss this during your interview process.