



Junglecreations

Twisted

Job Description

Job title:	Social Media Manager
Department/Brand:	Twisted
Reports to:	Creative Director, Twisted
Duration:	Perm
Hours:	Full time
Office Location:	London, UK

About Twisted

We are the biggest online food and drink publisher in the UK as well as the foremost food-centric media brand at Jungle Creations. We create, produce and publish food & drink content that is seen by upwards of 400m people each month. As a result, we have a highly engaged and dedicated audience of over 37 million people that follow us across our active social media platforms. We have worked with some of the biggest brands in the world - Heinz, Frank's RedHot, Baileys, Snickers, Oreo to name a few. We also write cookbooks, run restaurants, create bespoke food & drink products for retail, launch meal kits, create merchandise, partake in restaurant collabs, create some of the most highly engaged food programming going, run pop-up bars and other live food & drink events and other bits and bobs.

Role Purpose

Twisted's Social Media Manager will take full ownership of the handling & distribution of content and ultimately all activity across Twisted's numerous social media platforms, including all relevant sub-brands; An incredibly exciting opportunity to manage one of the largest food communities on the planet. A successful candidate will have proven creative and strategic credentials with regard to social media channel growth, audience engagement and retention as well as platform-specific content creation. The Social Media Manager will have a fervent eye for detail and will be motivated by perfectionism whilst understanding the pace at which our industry moves; A pragmatic individual with a cool head that doesn't succumb to the pressures of a fast-moving environment. Excellent written and verbal communication skills and a keen eye for design to ensure consistency across all touchpoints for the Twisted brand are essential. The Social Media Manager will facilitate the smooth, efficient delivery of editorial campaigns across certain and/or multiple platforms and support the commercial network on the delivery of wider campaigns. This role is the first of its kind in the Twisted team - a centralised, important role that will facilitate an exciting new phase for the brand.

Essential experience required:



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- Extensive social media management experience
- Comfortable managing complex projects at scale and to deadline
- Flawless written and verbal communication
- Food media experience
- Ability to develop and deliver creative social media programming, consumer marketing initiatives and b2b marketing campaigns
- Ability to thrive independently in a creative, close-knit team
- Devoted interest in and a deep understanding of online food media and the wider food industry
- Practical management experience

Desired experience:

- Creative experience
- Food-related branded content experience
- Practical management experience
- Editing proficiency on Final Cut / Premiere Pro or similar suite
- Cookery / food writing / hospitality experience

Key Responsibilities:

- Social Media Management

- Coordination, organisation and distribution (including posting and strategy on specific platforms) of all twisted content produced by the team, including historic content.
- Measured planning of and reporting against sustainable, proven social media strategies for all platforms that align with business objectives
- Project management of all content campaigns - editorial, marketing and commercial - across Twisted's social platforms, including twisted website
- Collaborate with wider Jungle teams - commercial, marcomms, studios - in order to ensure both the smooth running of content distribution whilst maintaining consistency of TOV across all brand touchpoints
- Proposal, development & implementation of new and topical features to develop brand awareness, such as promotions and competitions.
- Full creative ownership of strategies produced, measured against KPIs
- Partaking in weekly Team meetings to recorded agendas
- Management of food studio(s) alongside other senior members of food team staff and videography staff



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- Creative Development

- Conceptual development of proactive editorial content (written or video), consumer marketing or b2b campaign ideas

- Strategy

- Contribution to proposal, innovation and development of wider Twisted brand and its subsequent media platforms, ongoing projects and offline endeavours.
- Ongoing consideration of brand strategy alongside other senior members of the team and Twisted's Creative Director

- Other

- Contribution to weekly team meetings
- Mentoring junior members of the team and assisting with their development

Expectations:

- Skills

- Time management and prioritisation
- Communication
- Creative thinking

- Competencies (Behaviours)

- Attention to Detail;
- Relationship building;
- Collaboration;
- Innovation;
- Resilience, Adaptability, Flexibility, Dynamism;
- Sharing (learning, knowledge, ideas);
- Accountability and ownership

All employees are expected to comply with the company code of conduct, act professionally with colleagues, treat colleagues and the workspace with respect; It is your responsibility to ensure your behaviour, attitude and appearance always positively reflect the Company and don'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:



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Employees are monitored with bi-annual KPIs to measure their performance; Bi-annual KPIs consist 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:

- Quantitative

- Work with the wider team to consistently hit Twisted's programmatic revenue targets
- Increase positive sentiment and audience engagement cross-platform whilst sustaining reach of the channels
- Co-ordinate the smooth distribution of high-quality production assets
- Ensure all copywriting is sense checked, spell-checked and is on-brand
- Tracking and reporting against content output in line with business objectives
- Remain up-to-date with platform updates, new features and consequent content opportunities

- Qualitative:

- Develop and strengthen Twisted's brand positioning
- Question everything, ensuring that the work that we do is as good as it possibly can be at all times.
- Contribute to wider brand innovation with keen creative input for new ideas

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'



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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 works 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 put together a return to work plan as per government guidelines. We are aiming to open the office up more in July when government guidelines loosen but will be moving to a permanent hybrid working system. This will be partly working from home and part in the office. Each team differs in terms of their in-office expectations so feel free to discuss this during your interview process.