**Job Title: Social Media Executive**

**Salary: up to £25,000**

**Magazine: BikeRadar**

**Dept: Cycling**

**Company description**

Our Media is a leading special-interest content business, based in the buzzing, creative city of Bristol. We're home to market-leading brands in craft, cycling, science and nature, homes and music.

We help our audiences pursue their passions through highly trusted, original content – in print, video and online. Our much-loved brands include BBC Science Focus, BBC Wildlife Magazine, YourHome, Gathered.how, BikeRadar and Cycling Plus.

**Position**

We are looking for a Social Media Executive to play a key part in developing BikeRadar’s social media presence, with a focus on short-form video content. In this new role, you will work closely with our editorial, testing and video teams to put your stamp on BikeRadar’s social channels.

As Social Media Executive, you will manage the content output of BikeRadar’s social channels, including Facebook, Twitter, Instragram, TikTok and YouTube. You will create and publish content across a variety of formats, with a goal of builder a wider community of cyclists. You’ll be comfortable shooting and editing photography, and be able to write clean, accurate and incisive copy for social media.

As a keen rider, you will have your finger on the pulse when it comes to social media trends, while also understanding the BikeRadar audience and the wider cycling market. Crucially, you will understand how audience demands vary across social platforms and be able to use analytics data to inform future decisions.

Working at the heart of our team, you will plan and publish social content in line with the wider content plan. You will also work closely with our fast-growing video team to plan and produce short-form videos for our social media channels, including Instagram Reels, YouTube Shorts and TikTok. If you’re comfortable putting yourself in front of camera, even better, although this is not a requirement of the role

**Responsibilities**

* Manage content output across BikeRadar’s social media channels
* Create and publish social media content, including short-form video content
* Work closely with our editorial and video teams to plan social media content
* Identify and act upon new social media formats and trends
* Analyse audience engagement and social media performance
* Advise colleagues on social media opportunities and best practice
* Support community management across social media channels
* Contribute to BikeRadar.com as required
* Contribute to the MBUK social media channels as required

**A bit about you**

* A keen rider with knowledge of – and a passion for – the cycling market and cycling technology
* Experience developing personal or professional social media accounts
* Experience creating short-form video content is desirable
* Ability to write clean, accurate and incisive copy for social media
* Ability to create engaging social media content using tools such as Canva, Adobe Photoshop and Adobe Premiere Pro (or short-form video editing software)
* An understanding of the social media landscape, including the varying audience demands across platforms and emerging trends
* Experience using social media analytics tools, using data to inform future decisions
* Social media experience within the publishing or cycling sectors is desirable but not essential
* An understanding of the commercial opportunities presented by social media is desirable

**Other information**

We respect and value differences. We believe that when people from different backgrounds and with different perspectives work together, we can create the most value for our people, readers, customers, and society. If you are excited about this role but your experience doesn't align perfectly with everything listed in the job description, we encourage you to apply anyway, as you may still be a good fit for this or other roles.

We’re striving to create a more diverse and inclusive environment and to ensure our content is representative of all our audiences. We have established five internal D&I network groups to help our people feel supported and included, and to provide an open environment for people to network, mentor and exchange ideas, solutions, and experiences. If there is anything we can do to make our recruitment process more accessible for you, please do let us know at recruitment@ourmedia.co.uk.

We are currently working in a hybrid way, with around 3 days a week spent in our lovely purpose-built offices in central Bristol, and the rest of the week working from home**.**

**Company benefits include**

* Pension contribution matched to 5%
* Season ticket loan
* Hybrid working pattern, flexi start/finish time
* 25 days annual leave plus bank holidays, plus Christmas closure, plus your birthday off
* Option to buy/sell up to 5 days holiday a year
* Social committee, regular in-house learning events
* 4x life assurance

**Our values**

We strongly believe that work is not just about what we achieve, but how we achieve it. We want our people to thrive and develop, and we want to effect positive change in the world.

We have an ambitious and robust sustainability strategy, which includes a zero-to-waste, renewable-energy-fuelled office at Eagle House, the complete removal of single-use plastics from our supply chain, and a roadmap to be fully carbon neutral by 2030.

To put that spirit at the heart of our business, we recently co-created a set of values with input from everyone here. Our values are:

* **Be kind**
* **Always curious**
* **Be the best we can be**

**Apply today to take the next step in your career with Our Media.**

**The closing date for this role is xx xxx xxxx, however, we may close the role before the deadline, so please apply early to avoid disappointment.**