

Social Media and Content Executive Role Profile

| | |
|-----------------------------|---|
| Role Title | Social Media and Content Executive |
| Department | Marketing |
| Reports to | Katie Hayward |
| Job Band | Tbc |
| Location | Office-based/Hybrid |
| Hours/week | Full time (35 hours/week) |
| Status | Permanent |
| Role purpose | <p>To be at the heart of social communications for the organisation, developing, implementing and managing innovative and effective content in collaboration with teams across the organisation to promote and protect the garden industry across all channels.</p> <p>Working collaboratively with the wider team to deliver professional, strategically linked campaigns and communications to increase member engagement and grow the profile and reputation of the HTA as the leading trade voice of the UK Garden industry.</p> <p>Ultimately, delivering a high level of member satisfaction, supporting our strategic ambitions and financial targets.</p> |
| Line management: | N/A |
| Key areas of responsibility | <ol style="list-style-type: none"> 1. Social media 2. Content creation 3. Analytics and trend research 4. Event support |
| Key stakeholders | <ul style="list-style-type: none"> • HTA Members • HTA Marketing team • All HTA Business functions |
| Key performance indicators | <ul style="list-style-type: none"> • Accurate and timely production of social media content • Continuously expands own social media and content creation knowledge • Departmental processes and procedures are followed i.e. brand guidelines • Role models our organisational values • Demonstrates aptitude for learning • Prompt resolution to queries/issues • Attendance in all events as required • Compliance with Data Protection Regulations |

HTA Core Purpose

We help our members to flourish.

HTA Mission Statement

On behalf of our members we promote, support and nurture our industry to ensure a robust and sustainable future. Our aim is to recruit and retain people with the behaviours that support our mission and who will grow with us and achieve more.

Our Values

Our culture is centred on our 4 organisational values. They underpin everything we do at the HTA.

| | |
|---------------|---|
| Collaboration | Approachable, responsive and helpful, nothing is too much trouble. Enthusiastic, self-motivated and confident with a 'can do' attitude. |
| Integrity | Demonstrate honesty, trust, openness and respect when liaising with people. Treat everyone as an individual and be responsive to their needs. |
| Innovation | Keen to develop and learn new skills. Welcomes change, is flexible and can adapt and deal with various demands. Pro-active, open to new ideas and encouraging of ways to continually improve. |
| Influence | A good communicator who listens and is able to express themselves clearly. A professional informed approach to our members and customers. Providing specialist knowledge leading fulfilling experience. |

Key Responsibilities

1 Social media

- Creation of creative ideas and implementation of all social content for both member and consumer channels – HTA, APL & NGGC across different platforms
- Engaging with our communities across social media platforms
- Working with wider organisation to bring their content to life on our social platforms
- Analysis of weekly content and event campaign performance, ensuring our content remains relevant
- Spotting trends and turning insights into ideas

2 Analytics and trend research

- Staying on top of industry/social trends and platform best practices
- Analysis of event campaign performance and recommendations for future events
- Research into benchmarking analytics to provide more accurate analysis of our campaign successes

3 Event support

- Attendance at all HTA events, capturing key moments, both behind the scenes and centre stage
- Creating showreels of each event and capturing vox pops
- Working closely with the Events team to ensure all communications are actioned

Essential Qualifications, Experience & Skills

- Proficient with Canva and social media scheduling tools
- Video editing skills
- Good organisational skills, with the ability to be flexible
- Good eye for detail with the ability to multitask, work well under pressure and within a small team
- Strong verbal and written communication skills
- Prepared to travel for external meetings and conferences, which may involve overnight stays, with a willingness to be flexible on hours, when necessary
- Excellent IT literacy, with demonstrable knowledge of MS Office applications
- Educated to A level standard or equivalent
- Previous marketing experience

Desirable Qualifications, Experience and Skills

- Ideally Degree and/or relevant qualification
- Experience of using website content management systems
- Enthusiasm for gardens/gardening, the outdoor environment and contributing positively to it

Behavioural competencies

- Creative, curious and enthusiastic
- Collaborative team player with the confidence to work independently
- Self-motivated and able to work under own initiative
- Proactive and problem-solving approach
- A creative but analytical mindset
- Works well under pressure/tight deadlines