

General:	
Job Title:	Social Media and Content Executive
Reports to:	Digital Marketing Manager
Supervises:	N/A
Date:	May 2025
Purpose of Role:	
<p>Positively building the London St. Pancras Highspeed reputation and revenue (through its stations including St. Pancras International) through the ongoing management of key social channels and content creation for wider digital marketing channels.</p> <p>Providing administration support for key activities within the marketing calendar in support of content creation.</p> <p>Supporting the creation of a commercial customer service culture through the engagement and relationships with suppliers and partners who we collaborate with on content to grow our digital audiences.</p>	
Headline Responsibilities and Duties:	
<ul style="list-style-type: none"> Planning, implementing, and monitoring day-to-day social media activity across St. Pancras International's social media (B2C) channels such as TikTok, Facebook, and Instagram. Including pro-active content planning through an up-to-date content calendar. Working with the corporate PR agency, Marketing team and wider company to plan, implement and monitor content across London St. Pancras Highspeed's B2B social media channel(s). Ensuring the social media channels in use have regular, high quality and creative content output. Setting up, optimising and tracking paid social advertising, driving awareness, action and positive return on investment. Managing queries and messages, replying to messages, engaging with existing audiences (community management), and drawing in a new potential audience by tapping into external conversations and trends. Working closely with the Digital Marketing Manager to help deliver key messages and support on marketing campaigns and activity. Using in-platform and publisher tools to analyse and report on social media activity, looking at key performance indicators and content types to identify opportunities and make recommendations. Share data analysis, reporting and insights with the wider Commercial team. Produce ad hoc campaign reports when required and review the success / impact of the campaigns, feeding these into strategic development. Creating strong written posts and website blogs/content that have excellent grammar and spelling that grab the attention of the audience. Collaborate with the Digital Marketing Manager to develop Influencer briefs and schedule content into the calendar. Create exciting, fun content that helps achieve the business aims, particularly with travel and retail. Stay up to date with all developments in social media, such as trends, legal changes, new platforms, and new features introduced. Collaborating with station retailers, NRHS, and other external businesses or agencies on events where there is an opportunity for channel content. 	

- Liaising with our station photographer or inputting to consumer campaign briefs to capture professional imagery where appropriate to support social media activity success.
- Provide Admin support on content requests, performances, relevant approvals.
- Creating digital marketing assets, in keeping with brand guidelines, using Adobe suite and Canva.

Key Skills and Qualifications

- Excellent copywriting and editing skills.
- Excellent MS Office skills
- Proficient Adobe Suite skills including InDesign, Photoshop and Premiere Pro
- Educated to degree level or equivalent.
- Experience using WordPress is beneficial, but not essential.
- Experience with paid media – setting up and running Meta ads with the aim of delivering a positive return on investment.
- Data Analysis - Analysing and understanding the data from social media reporting.
- Creative skills for developing new and innovative ideas.
- Ability to work creatively within brand guidelines (B2B and B2C) as well as the ability to be mindful of additional considerations (including heritage and compliance).
- Solid understanding of delivering across social media platforms and developments (channels and opportunities)
- At least two years' experience in professional social media management, using and delivering social media campaigns.
- Content enthusiast
- Demonstrates concern for achieving or surpassing results against an internal and external standard of excellence, shows a passion for improving the delivery of services with a commitment to continuous improvement. Sets challenging goals, focusing effort on the goals, and meeting or exceeding them.
- The ability to develop, maintain, and strengthen partnerships with others inside or outside the organisation.
- Knows how businesses work, knowledgeable in current and future policies, practises, trends technologies affecting the business; knows the competition and is aware how strategies and tactics work in the marketplace.

There may be occasions where the post holder is required to work outside of standard hours.

The post holder may be required to attend meetings and events outside of normal office base and to do this occasional travel will be required.

No role profile can cover every issue which may arise within the post at various times. The post holder is expected to perform other duties from time to time, which are broadly consistent with those described.