

Social Media Executive

Salary: Dependent on experience and skills

Contract type: Permanent, Full-time

Location: Redhill, Surrey

Reports to: Social Media Manager

Who We Are

Quartz is a leading organiser of B2B exhibitions and conferences as well as a publisher of market-leading business magazines and directories that truly support the industries they serve.

Quartz Group encompasses three companies: Quartz Business Media Ltd, Quartz Business Events Ltd, and Quartz Sequoia Events. The industries that Quartz currently serves include; Aluminium, Cleaning & Hygiene, Physical Activity, Glass, Oils & Fats, Steel, Tobacco, Vaping and Sustainable Manufacturing.

Our Values

We are more than just a workplace; we offer a vibrant community fuelled by a “family-like” ethos.

Our core values - trust, integrity, passion and teamwork – are the driving force behind everything we do, together with a relentless “can-do” attitude, an unwavering determination to succeed, and an unyielding focus on prioritising our customer’s needs.

Our Offer

Working at Quartz is an exceptional opportunity for ambitious and passionate individuals. Our entrepreneurial business model creates an exciting and fast-paced environment where every idea is valued. We offer a supportive atmosphere perfect for career growth, with a professional yet flexible working environment that encourages and rewards hard work and commitment.

We have a hybrid working arrangement, with 3 days in our office in Redhill and 2 days working from home. Alongside this, we offer the option to choose your preference in working hours; 8am-4pm, 8.30am-4.30pm or 9am to 5pm, to what better suits you.

Not only that, but we are proud winners of the Exhibition News Awards “Employer of the Year” for 2024!

Our culture is second to none, with a friendly and approachable team waiting to welcome you! To hear from our team on what makes Quartz so great, visit our website: [Quartz Business Media | Our people & culture \(quartzltd.com\)](https://www.quartzltd.com/our-people-culture).

The Role

Reporting into the Social Media Manager, the successful candidate will be responsible for supporting with managing social media platforms across a number of portfolios and should progress in time to be implementing social media campaigns with minimal assistance.

The key social media platforms we use are Instagram, LinkedIn, Facebook and TikTok. These vary across our portfolios, depending on the industry.

Core Responsibilities

- **Social Media Content:** Creating content for our social media campaigns to a high standard (predominantly on Canva), this includes static graphic and creating & editing video content for social media.
- **Latest Trends:** Keeping up to date with the latest social media trends and algorithms and presenting new ideas to the team in order to optimise social media strategy.
- **Team Collaboration:** Liaising with different internal departments to obtain information which will help deliver a strong message across the social media channels.
- **Social Media Schedule:** Scheduling content using social media management tools.
- **Data Usage:** Analysing metrics to inform future strategy across the portfolios.
- **Audience Engagement:** Posting regular updates to increase engagement across all platforms.
- **Influencer Liaison:** Communicating with and assisting on influencer marketing campaigns.
- **Data Management:** Maintaining and updating records on our influencer database whilst ensuring data is correct and accurate.
- **Event Support:** Assist with trade show preparations and attend events as required.
- **Strong Output:** Ensure high levels of care and customer satisfaction regarding the sector.
- **Admin Support:** Support with any other daily tasks as guided by Manager or Director, to ensure the functionality and coordination of the department's activities.
- **Ad-hoc Duties:** Undertake any other duties as requested.

Key Skills

- **Role Appeal:** A passion for creative writing with a flair for developing engaging social media content.
- **Social Media Tools:** Familiarity with social media management tools (e.g. Hootsuite), content creation software (e.g., Canva), and basic video editing tools (e.g. Instagram Reels / Capcut / TikTok).
- **Microsoft Office:** Proficient in using Microsoft Office packages, including Word, Excel, PowerPoint.
- **Collaboration:** Able to work effectively as part of a team, collaborating with colleagues and external partners.
- **Communication:** Exhibit strong communication skills – both written and verbal.
- **Writing Skills:** Excellent creative writing skills to develop creative and engaging captions on social media postings.
- **Content Creation:** Detail orientated and able to demonstrate initiative, determination and creativity.
- **Organisation:** Strong organisational skills with the ability to manage multiple projects and deliver on time.
- **Analytical & Creative:** Analytically minded and able to think intuitively and creatively, we are always looking for ways to improve our content and strategy!
- **Pressure Handling:** Ability to thrive in a fast-paced environment and remain calm under pressurised situations.

- **Career Ambition:** Desire to develop your career with social media / digital marketing and a drive to continuously improve your skills.
- **Professional Standards:** Professionalism and an overall positive attitude.
- **Flexibility:** Able to accommodate extended working hours as needed around key show times.

Experience

- **Events Experience:** Previous experience within the events industry is desirable.
- **Social Media / Digital Marketing Experience:** Previous experience in a similar role is a must.
- **Education:** Marketing degree/qualification is a bonus, but not mandatory.
- **Editing Software:** Experience with using video editing programmes or Adobe Illustrator / InDesign is advantageous.

Interested in this position?

Please send your CV and a cover letter to careers@quartzltd.com. We look forward to hearing from you!