



JOB VACANCY

SOCIAL MEDIA CONTENT CREATOR

(Job Reference No: GMD0497)

Gordon Murray Design is a world-leading automotive design company, we have gained a global reputation as a pioneer of lightweight and efficient vehicles, taking a highly innovative approach to all aspects of vehicle design, development and production. We currently have an exciting opportunity for a Social Media Content Creator to join our Design, Development and Engineering Centre based in Shalford, Surrey.

Job Function:

We are looking for a dynamic, confident and energetic person who can develop and manage our online activity, including our web site content, social media channels, email marketing database strategy and related content.

You will work as part of the Creative Team and report to the Graphic Design Manager. Your primary responsibility will be the planning, creation, management and reporting of content and campaigns for the company's social media channels and websites. Ensuring that the requirements of the business are met from a social media perspective by providing a high-quality service through attention to detail, a disciplined, intelligent and methodical approach and close liaison with colleagues.

Principal Accountabilities:

The principal accountability will be to work as part of the Creative Team and to produce and run effective social media campaigns, often within tight deadlines, that supports the needs of a rapidly expanding business and takes the social media strategy to the next level of excellence. This will involve working across digital, print, branding, film and television.

Principal Duties & Responsibilities:

- Develop and implement social media strategy to optimize presence in driving higher levels of brand engagement
- Create content for social media channels and website
- Recommend, develop and produce new website content to generate more traffic and engagement
- Undertake social media audit, benchmark against competitors
- Use appropriate analytical software such Google analytics, Hootsuite etc to help formulate and structure engaging and appealing content
- Create 12 month media plans

Key Competencies:

- Social media marketing experience covering content creation and the planning, management and reporting of campaigns
- Digital Marketing qualification

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MURRAY
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- Good experience of Adobe Creative Suite, Word, Excel and PowerPoint
- To be creative, analytical, tenacious and self-motivated
- Confident presenter of your ideas

Gordon Murray Group of companies

In addition to the above responsibilities for and contracted under Gordon Murray Design, the job may also involve similar duties to be conducted across other subsidiary companies within the Gordon Murray Group.

To Apply:

Please send an up-to-date CV, including details of your current salary and quoting Job Reference Number **GMD0497** to: **hr@gordonmurraydesign.com**