



## **Social Media Executive**

**Location: Hastings**

**Salary: £21,000**

**Hours: Full Time (basic hours are 09:00 am to 17:30 pm) Monday to Friday**

### **The Company:**

UTP Group Limited is a fast-growing company within the Financial Services industry, providing a range of leading credit and debit card payment solutions to businesses across the UK. UTP Merchant Services Limited ([www.utpgroup.co.uk](http://www.utpgroup.co.uk)) and its sister company Faster Processing Limited ([www.fasterprocessing.com](http://www.fasterprocessing.com)) are two of the fastest growing, innovative fintech organisations in the UK. Through a mixture of innovation and a focus on delivering outstanding customer service, we are committed to providing our customer base with market leading credit and debit card processing solutions. With a customer base of over 20,000 customers, approximately £3 billion is processed across UTP's estate of credit card machines each year with many hundreds of new customers being added monthly.

### **The Role**

Are you passionate about social media, skilled at getting social media coverage and make it interesting for an audience? Then we may have the perfect job for you! We have an opportunity for Social Media Executive to join an established Fintech company and become a valuable part of the marketing department.

### **Key Responsibilities**

- Create content and paid campaigns for all social media channels, including Facebook, Instagram, Twitter, YouTube, LinkedIn and TikTok.
- Conceptualise engaging multimedia content, including videos.
- Manage daily conversations taking place on feeds.
- Monitor and report on social media campaign performance.
- Monitor trends in social media tools, applications, design, strategy and analytics.
- Support and enable team members from other departments on the best social media practices.
- Supporting the existing marketing team with other projects and tasks.

### **Essential**

- Experience executing successful paid social media campaigns.
- Excellent writing, editing and proofreading skills, with the ability to communicate complex topics.
- Advanced knowledge of social media platforms: Facebook, Instagram, Twitter, YouTube, LinkedIn and TikTok.
- A proven track record of using key social media tools: Facebook and/or Twitter Ads Manager.



- Experience with Google Analytics.
- Ability to conceptualise and explain new content strategies.
- Ability to produce clear and concise data-driven presentations and reports.

### **Desirable**

- Knowledge of Google Ads.
- Knowledge of SEO best practices.
- Good knowledge of MS Office, particularly MS Word and Excel
- Sales skills desirable but not critical
- Self-motivated, success-driven, and hard working

This includes:

Job Type: Full-time

Schedule:

- Monday to Friday
- Full inhouse training and ongoing support
- Competitive salary

### **For your Pocket:**

- Enhanced pension contributions
- Discounts & Freebies on food / drink / tech / gadgets / entertainment and much more!
- Free eye tests with Specsavers

For fun:

- Last Friday of the month – drinks on us!
- Quarterly team building event
- Annual awards ceremony
- Friday breakfast
- Day off on your Birthday!

For your Wellbeing (Mind, Body & Soul) something for everyone:

- Access to our Employee Assistance Programme (offering confidential support and guidance)
- Access to our online workout platforms (HIIT)



- Access to our meditation, hypnosis and yoga platforms For your continued Development
- Access to our online learning platform

Due to the nature of our business all prospective employment offers will be subject to a satisfactory disclosure from the Criminal Records Bureau in accordance with the Rehabilitation of Offenders Act 1974 and the Police Act 1997.