



## SOCIAL MEDIA EXECUTIVE

### ABOUT US

W Series is the ground-breaking motor racing series for female drivers only that was announced in October 2018 and launched in May 2019. W Series' mission is to embrace and encourage female participation in motorsport, and provide previously unavailable opportunities for the next generation of female drivers, empowering them to pursue greatness, while attracting a new fan base to the sport.

## THE ROLE

Reporting to our Head of Digital and Social Media and working with the wider Communications team, you will manage the day-to-day running of W Series' social media channels. You will engage with existing fans whilst helping to develop and grow W Series' diverse fan base.

## BASED IN

Victoria, London

## KEY RESPONSIBILITIES

- The planning, production and day-to-day management of our social media accounts
- Create and post engaging daily content that both appeals to our existing fan base and attracts new fans. This can include live posting during events
- Community management across all channels using the right content and tone of voice
- Implement the social media content plan, as defined by Head of Digital and Social Media
- Create social media assets, including animations, short video clips and GIFs
- Using both third-party tools and platform specific analytics, create a monthly social media performance report
- Use social media management tools for post scheduling, keyword tracking and general content management
- Film and edit social media-specific live and pre-recorded video content, this could include Instagram Live, Twitter and more
- Work with the wider comms, marketing and sponsorship teams as well as external production companies on content ideas and activations
- Support in the uploading and management of website content such as articles, galleries and press releases
- Monitor and feedback on social media trends and best practice

## **KEY EXPERIENCE**

- Strong experience of content creation and community management
- Proven experience of managing and delivering content across multiple social media platforms
- Working in a social media role within sports or for a well-known brand

## **DESIRABLE**

- A good understanding of social media analytics
- Motorsport / sports / media background
- Esports
- Working knowledge of Photoshop (or similar design software) and Premiere Pro or Final Cut X

## **KEY SKILLS & KNOWLEDGE**

- Excellent communications skills
- Ability to work autonomously day to day
- In-depth and up to date knowledge of social media platforms and digital trends
- Creative, proactive thinking – generating new ideas/opportunities
- Strong copy writer with fantastic attention to detail
- Understand key post performance metrics
- Ability to multi-task and work to a high standard under tight deadlines
- Sound judgement, with ability to take into account target audience, tone of voice and comms considerations

## PERSONAL ATTRIBUTES

- Passionate about social media and keeps update to date with digital and social media trends
- Flexible with working arrangements and willingness to travel and work evenings and weekends
- Truly live our W Series values of equality and inclusion
- Remain calm under pressure and in a live environment
- Collaborative
- Passion for sport – including motorsport

