

## Example job profile at Real World Studios

**Job title:** Digital and Social Media Marketing Manager

**Location and hours:** Hybrid home and Real World Studios, Box at employees discretion.

**Salary range:** £25K-£35K

---

### Summary

A motivated team player, with good communications skills, to work alongside a small but dedicated team.

---

### Responsibilities and duties

- Manage a complex mix of consumer-facing web, social and database properties at both a Record Label and Artist level. This will include, but is not restricted to, Artist and Label websites, Facebook, Twitter, Instagram, You Tube, Apple Music, Spotify and Mail Chimp etc.
- Generate, edit, publish and share daily content updates (original text, images, video or HTML) that are in keeping with the individual platforms.
- Adapt and optimise the relevant platforms to be in keeping with current best practice to maximise the visibility of the content.
- Moderate all user-generated content so that it remains in-line with Company and Artist expectations
- Work closely with other team members to create timelines of activity and instigate and manage content creation.
- Continuous monitoring of analytics and metrics to refine activity and inform future actions

### Qualifications and skills required

- Proven experience in social media, working in music or a related field and, full understanding of the use of analytics tools.
- Proven Webmaster experience, including knowledge of web design and web development. Some coding ability (HTML and CSS). A previous working knowledge of Word Press is essential.
- Excellent writing, editing (photo, text & video), presentation and communication skills.
- Creative flair and imagination and a keen eye for detail
- Knowledge of online marketing practices