



Job Title: Social Media Content Strategist & Producer
Department: Home Interest Division
Report to: Divisional Director & Group Marketing Director

About Us

Established in 2003, Media 10 is the most awarded media and Events Company in the UK and have a growing portfolio of 30 live events covering home interest, design, interiors, lifestyle and construction. As well as Media 10 being specialists in the events sector, the company's creative flare produces well-established publications and owns a series of award-winning magazines, websites and growing digital platforms.

We not only enjoy what we do, we love it! We are passionate about delivering the very best results in everything we do and expect our team members to have the same passion.

What is expected of you:

We are looking for a Social Media Content Strategist & Producer for our Home Interest Division, which comprises the live and digital brands – Ideal Home Show, Ideal Home Show Christmas, Ideal Home Show Scotland, Good Homes and The Cake & Bake Show.

Your role is to enrich and grow the followings on all our social platforms, increasing the engagement, clicks, celebrity links and professional endorsements, for the channels to become leading industry voices in our markets and thereby increasing the revenues that we can generate through our commercial teams.

Therefore, we are looking for more than just someone who knows how to post on social channels, we need someone to source, approach and finalise deals with collaborative partners, to run commercial campaigns, and to roll out 12-month plans that will see engagement increase, as well as followers, and ultimately, revenue.

Content will need to be overseen by you so you can't be afraid of a challenge and will need confidence to tackle and approach any subject, celebrity, industry expert, business leader, commercial lead, marketing professionals and entrepreneurs to achieve success.

You will have free reign to build followings, create content, comment, and post on all relevant platforms, attending product launches, press events, industry awards, live events, exhibitions, conferences, restaurant launches and other relevant industry events. You will need to be our eyes and ears on the latest trends, hacks, lifestyle products and technology to create a credible industry voice for all our markets. This is a role that you can really make your own.

Roles and Responsibilities include (but not limited to) the following:

- Research industry-related topics (combining online sources, interviews, and studies)
- Find newsworthy and breaking news content that resonates with the audience
- Makes sure there is a quick turn-around on sourcing, researching, and writing engaging content
- Brainstorms and writes viral content and original feature articles
- Plans and updates features from a search engine optimisation perspective
- Develops new avenues of content to increase followers and community engagement
- Adds content to content management system and to social media schedule
- Prepares well-structured posts using Content Management Systems
- Coordinate with internal teams on posts, schedules, and commercial commitments.
- Conduct simple keyword research and use SEO guidelines to increase web traffic
- Identify customers' needs and gaps in our content and recommend new topics
- Ensure all-round consistency (style, fonts, images, and tone)
- Proven work experience as a Social Media Content Producing and Presenting.
- Portfolio of social media campaigns which demonstrate the success of these projects.

Social Media Content Strategist & Producer

Social media is an essential part of all major entertainment programming, with audiences seeking, and interacting with, programme-related content that is only available online.



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The Social Media Content Strategist w& Producer responsibility is to help our brands and events realise their audience potential by creating and publishing social media content. This involves working closely with the internal event and marketing teams.

Successful candidates will have the breadth of skills to be able to identify engaging content, plan all output, and write the necessary copy. You need to be able to produce in all social media formats (video, still image and GIFs) in ways best suited to all major social networks. They must also be knowledgeable in the area of SEO and in the development of mobile apps.

This role also needs to be able to shoot, present, edit and upload promotional video content – and oversee the output of teams employed for this purpose.

The role requires a keen editorial eye and a sure sense of the prevailing social media zeitgeist, along with the strategic competencies to plan campaigns that can grow and engage audiences.

The role also requires the skills and experience necessary to pitch to, and work with, brands and corporate sponsors.

To perform this role, you must:

- Be an experienced multimedia, cross-platform Producer with the ability to execute engaging content across all Social Media channels, to include TikTok, Facebook, Twitter (X), Instagram, LinkedIn and Pinterest.
- Have demonstrated commercial success whilst growing social channels
- Be a first-class communicator.
- Be experienced in planning, costing and executing digital campaigns.
- Work collaboratively with Independent Producers and external PR advisers.
- Enjoy working as part of a team.
- Be able to work to tight deadlines and under pressure.

Social Media Content & Producers will usually have attained a degree or professional qualification in Digital Media, or have worked in either a busy Production Company or Digital Agency.

You will work closely with:

Divisional Director
Marketing Director
Head of Marketing
Commercial Director
Show Manager & Event Content Producers
Event Social Media Manager