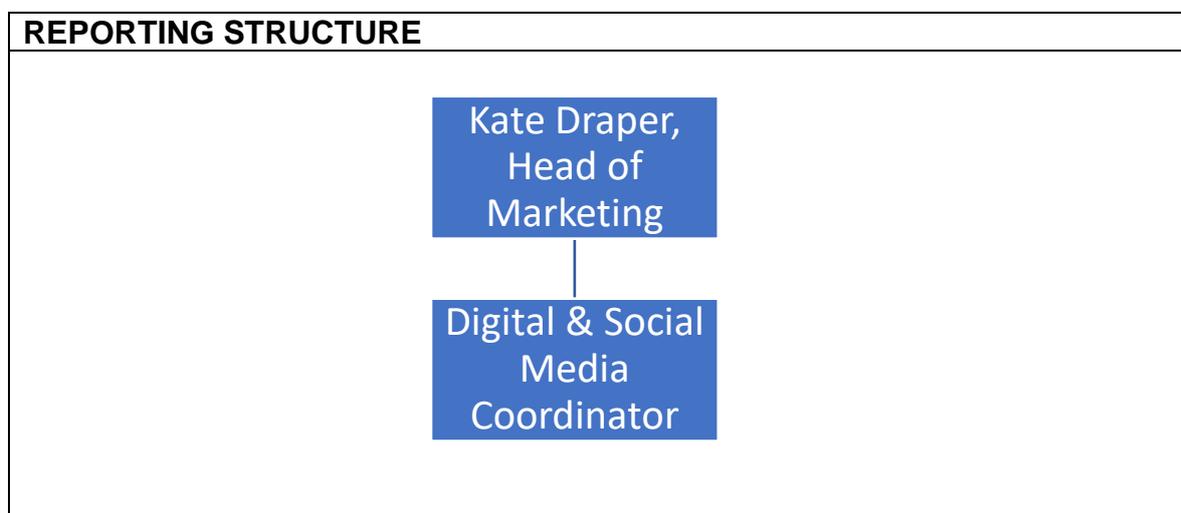


# T H WHITE GROUP

## JOB DESCRIPTION / PERSON SPECIFICATION

POST DETAILS	
<b>Post Title:</b>	Digital & Social Media Coordinator
<b>Depot:</b>	Devizes
<b>Division:</b>	Group Office, Marketing Department
<b>Responsible to:</b>	Head of Marketing



SCOPE OF POSITION
<p>T H WHITE is a diverse group of companies that has been helping customers get the best from machinery, land and buildings since 1832. It's roots are firmly in Agricultural machinery, but expansion over the years now provides ten brands and an Online Store. These are: Agriculture, Projects, Groundcare, Dairy, Country Store, Lorry Cranes (branded Palfinger UK), Country Store, Construction, Energy, Fire &amp; Security and Machinery Imports distribution.</p> <p>Today we use innovation and our 'know-how' to help customers get the best from each purchase, be that specifying the right solution to buy, or taking care of it through servicing and maintenance for its lifetime. We take pride in our passionate people and strong after-sales focus to ensure we create sustainable livelihoods for generations. As a values-led group, our philosophy is to ensure a happy working environment where employees derive pleasure and satisfaction from their work. We achieve this by building a workplace culture which inspires, engages and supports employees. Our values under-pin how we behave and interact with others, governing the way we relate to our colleagues, customers, suppliers and the community.</p> <p>The Marketing function is young in relation to the Group. High value machinery has long been a face-to-face sale steeped in tradition, but in the last five years like most machinery engineering businesses, T H WHITE has modernized. It has revisited its visual identity, expanded its website infrastructure, created a digital news site and grown its social presence. We want to evolve as</p>

digital marketing innovators in the machinery dealer space and seek a Digital Marketer to join the team

## **ROLE SPECIFICATION / COMPETENCIES**

**PURPOSE:** To provide digital marketing (predominantly social media marketing) to the businesses within the T H WHITE Group.

### **Social Media posting, monitoring and activation**

- Understand the competitor social landscapes (Dealer and Manufacturers) and learn what is working well, not working well in the space.
- Develop social follower recruitment plans to grow our social media following.
- Repost/Retweet manufacturer content relating to our brands. Direct followers with Call-to-Action messages to call salesman, visit dedicated landing pages or website product areas.
- Liaise with T H WHITE businesses to generate and collate original content for posting - machinery in action, testimonials, customer feedback, event preparation, demonstrations and more.
- Manage social posting across c. 20 social channels in the Group.
- Monitor message boxes, reply to tags and comments, redirect enquiries and report on daily activity across social media channels.
- Maximise use of scheduling tools to plan and programme content to share in advance.
- Monitor insights to capitalise on social scheduling, e.g., hashtag use, time of day scheduling, etc
- Evolve posts to include surveys, engagement tools, competitions and more.
- Develop new post ideas to increase engagement using the channel features available
- Support other members of the Marketing team to incorporate social strategies into campaigns.

### **Social Media advertising**

- Build social media advertising campaigns
- Make recommendations for budget and targeting requirements to meet campaign goals.
- Trial new ad formats based on recommendations to capitalise on budget.
- Monitor and report analytics on social campaigns and make recommendations.

### **Website content management**

- Write, upload and maintain posts on WordPress system for T H WHITE's digital news area.
- Confidently amend and update page content and styling as needed within websites using WordPress functionality.
- Create new pages, slides, carousel items and galleries as required for campaigns or product/service promotions.
- Build landing pages and enquiry forms to use in conjunction with social media and other marketing activity to gather enquiries.
- Make use of Google Tag Manager to track website activity and link to Google Analytics for goal measurement.
- Provide support in maintaining T H WHITE websites: maintain accuracy of content and update news, featured products and promotions – linking to manufacturer content and videos as appropriate.
- Work with the Marketing team to support new website designs, functionality and content as required.

### **Marketing measurement**

- Produce and refine web analytics measurement dashboards for websites and social media channels used

- Share learnings and best practice, using alternative tools to best portray the results – such as infographics and/or creative presentations
- Interpret the results, develop commentary and make suggestions to act on results.
- Support the Marketing team in analysing marketing measurements and providing the right advice and recommendations from data findings to direct business decisions.

**General Marketing & Administration**

- Support the Marketing team as needed in prioritising and delivering marketing plans. This may include off-line support for print, events, outbound telephony at times.
- Be a brand champion, efficient in deploying our brand guidelines and interpreting these consistently in digital executions
- Demonstrate a strong attention to detail - in generating content, written communications, proof-reading and data to ensure absolute accuracy as well as the ability to investigate anomalies and propose solutions
- Use creative tools to sell ideas to the business.
- Ad hoc administrative support as required.

**PERSON SPECIFICATION / COMPETENCIES**

***Preferred Qualifications***

A digital/social media marketer – one who has a good foundation in basic social principles and has either specialised in digital studies or begun to build a career in digital.

Marketing or Business degree desirable but not essential.

***Required Experience***

- Working experience of all 5 major social platforms – Facebook, Twitter, Instagram, LinkedIn, YouTube.
- A year’s marketing experience or placement (client or agency side).
- Good communicator - ability to effectively articulate views and draft engaging content with a good command of English.
- Strong self-organisation, - experience of managing deadlines, and handling multiple priorities simultaneously with minimum supervision.
- Experience of influencing others to generate content.
- Experience of implementing and measuring digital campaigns with the ability to analyse and interpret measures and make recommendations from results.
- Knowledge of WordPress web content management system.
- Self-starter with initiative, drive and tenacity.
- Holds a driving licence.

**Desirable**

- An interest in machinery
- Computer literate – knowledge of MS Office.
- Competent user of design tools and ability to produce basic artwork.
- Experience in making videos.
- Experience of SEO.

***Essential Skills:***

- Working use of the 5 major social platforms.

- Working use of Facebook & Google ads and knowledge of Google analytics.
- Demonstrates experience of effective social marketing

**Additional Information – e.g.: hours of work, call outs, rota’s, car parking, travel requirements of the role, staying away from home**

- Remit across all business divisions and marketing support for Group office central functions.
- Will liaise with Directors, Senior Managers, Sales, Service and Parts representatives across the group.
- May interact with external suppliers, typically our digital agency and at times others. Most contact will be conducted via telephone but some travel to group branches is required.

**Package Details**

- Salary based on experience (Range between £20-£24k)
- Standard Group benefits including contributory pension

**CORE VALUES**

Honesty and Integrity	Being honest and open, building relationships based on trust
Teamwork	Working together to deliver excellence
Reliability	Fully Committed to doing the very best you can, all of the time
Customer Focus	Delivering first class service
Respect	Treating everyone as you wish to be treated
Can Do Attitude	Creating a positive culture and being open to new ideas

All candidates must have the ability to commit to and demonstrate our Values above.