

JOB DESCRIPTION

POSITION TITLE: PAID SOCIAL MEDIA FREELANCERS
REPORTING TO: SOCIAL MEDIA LEAD
DEPARTMENT: MARKETING
LOCATION: LONDON

Background

London & Partners is London's international trade, investment and promotion agency. It is our role to promote London internationally as a leading world city in which to visit, study, invest, grow and meet. Our aims are to build London's international reputation and to attract investment and visitor spend, which create jobs and growth.

We are a not-for-profit public private partnership, funded by the Mayor of London and our network of commercial partners.

Purpose of role

We are looking for Paid Social Media freelancers to implement, optimise and evaluate paid media campaigns across a diverse range of audiences in accordance with business goals. You will support the delivery of these campaigns across a wide range of platforms including but not limited to across Google Search and Display, Facebook, Instagram, YouTube, LinkedIn and Twitter.

Key tasks

- Plan, implement, optimise and report on campaigns.
- Delivery across B2C and B2B audiences covering a range of channels including across Google Search and Display, Facebook, Instagram, YouTube, LinkedIn and Twitter.
- Proactively review and optimise all paid social activity, through ongoing analysis, testing and evaluation.
- Manage budgets and invoices with the support of the Social Media Lead.
- Assist the Social Media Lead in providing recommendations and services to the wider marketing directorate.
- Work with third party media agencies as required.

Person Specification

Essential

- Extensive experience of working in paid social or similar digital role.
- Experience creating paid media plans.
- Experience with Google Analytics.
- Working knowledge and experience of running campaigns across Google Search and Display, Facebook, Instagram, YouTube, LinkedIn and Twitter.

Apply with your CV and a covering letter to hr@londonandpartners.com

If you need to receive this information and/or apply in an alternative format, please contact London & Partners by emailing hr@londonandpartners.com or call 020 7234 5800 to discuss [how we can help.](#)

We encourage applications from all sections of the community.