

SOCIAL MEDIA MANAGER - WATERLOO, LONDON

WHAT WE CAN OFFER YOU:

- An exceptional role within a fast growing, progressive company with opportunities to grow & develop, as well as to potentially work internationally in the future
- Company pension
- Birthday day off work
- Online training courses available for free (WSET/ Health & Safety etc)
- Flexibility to progress within the business and move between all of our venues
- Close to local Transport (Bus, Tube, Overground)

WHO WE ARE:

LABYRINTH is the newly formed immersive company from the Creative Directors of Les Enfants Terribles, **Oliver Lansley** and **James Seager**, and the internationally renowned producers **Hunter Arnold** and **Gavin Kalin**. Combining the creative experience of all four company directors, **LABYRINTH** will transport audiences to new, but well-known worlds immersing them through in-depth storytelling, beautifully realised environments and exciting possibilities via its theatre productions, restaurants and bars.

LABYRINTH will create, develop and produce a stable of imaginative shows with their launchpad permanent venue being **LABYRINTH Waterloo** underneath Waterloo Station, beginning with the opening of **THE ROSARIUM** restaurant in September and return of Alice's Adventures Underground alongside the **UNDERLAND** bar in November. Much-loved titles will encapsulate the distinctive Les Enfants Terribles' style whilst pushing the immersive genre in totally fresh ground-breaking ways, focusing on engaging audiences deeper into stories than they have ever been before. Visitors will get lost in **LABYRINTH**, with its fantastical worlds, beautiful sets and vivid yet whimsical stories that await to transport.

WHAT YOU WILL DO:

Social Media:

- Work in partnership with Marketing Director and Producers to develop overarching strategy for all organic social content
- Scheduling and publishing content across our social media channels, including writing effective and engaging captions
- Creation of monthly content plans to activate campaign strategy
- Creation of weekly posting plans
- Monitoring, tracking, analysing and reporting on performance on social media platforms and content marketing efforts, using reports to inform future activity
- Liaise with media agencies to support organic content with paid activity
- Work in partnership with multiple teams including production, customer relations and ticketing to ensure brand is effectively represented across all digital consumer touch points

Content Creation

- Producing original video and photo content for TikTok, Instagram, Facebook and YouTube (either self-shooting or managing external agencies or suppliers)
- Lead ideation and see-through activation/execution of content
- Briefing and management of external creative agencies where required

Community Management

- Work in partnership with Marketing Director and Producers to develop brand tone of voice
- Engage audiences to engender community across all social platforms
- Develop programme of outreach activity which engages theatre fans, foodies and experience seeker communities across the entertainment and F&B space
- Manage inbox messaging, liaising with customer service team where necessary

Database Activity

- Hold centralised calendar across internal and external database activity
- Liaise with internal and external ticketing teams to run strategic sales campaigns
- Lead on copy and content creation across all e-shots

- Briefing and management of external creative agencies to create e-shots
- GDPR

Reporting

- Collate data for monthly reports across all digital platforms
- Create and deliver reports to key stakeholders and colleagues
- Day to day management of creative and social media budgets
- Supporting liaison between marketing and brand partnership team
- Support the Marketing Director on the smooth day to day running of the Marketing Department

WHO YOU WILL BE:

- A solid background of experience as a Marketing Manager with a heavy focus on Social Media Marketing including content creation
- Experience in and/or a strong interest in working in the Live Entertainment Industry
- Knowledge of developing and implementing event focused social media and digital marketing strategies
- Usage of Photoshop, Google Analytics, Hootsuite, Mail Chimp and Keynote
- Positive attitude with high level of motivation, initiative thinking and creativity
- Good knowledge and experience with online marketing tools and best practices
- Good knowledge of all different digital marketing channels organic and paid
- Experience in managing website content and CMS
- Sense of ownership and pride in your performance and its impact on LABs success
- Good time-management skills
- Strong interpersonal and communication skills
- Attention to detail - excellent copy-writing skills
- Ability to meet deadlines and work comfortably under pressure, managing multiple projects
- Excellent planning and organisational skills
- Previous experience with SEO/SEM, Google Analytics and CRM software
- Content creation ability, including original video and photo content creation (self-shooting)