



Job description: Social Media & Content Creator

Reporting to: Digital Marketing Manager

Position overview

Visku Solutions Limited is a leading provider of innovative and efficient supply chain solutions, dedicated to delivering excellence in every aspect of our operations. We pride ourselves on our commitment to technological advancement, sustainability, and customer satisfaction. As we continue to grow, we are seeking a dynamic and creative Social Media and Content Manager to join our team and drive our online presence to new heights.

Key responsibilities

1. Social media plan

- Develop and execute a comprehensive organic and paid social media strategy aligned with the company's goals and values.
- Manage and grow our presence across various social media platforms, including but not limited to LinkedIn, X and Instagram.
- Manage content calendars, ensuring timely and consistent delivery of content across various platforms.
- Monitor industry trends and competitor activities to ensure our social media presence remains innovative and engaging.
- Schedules and creates PR-led social media posts relating to company and industry news.

2. Content creation

- Generate compelling and shareable content that showcases our industry expertise, thought leadership and company culture.
- Collaborate with internal teams to gather information and create content that highlights our supply chain solutions and success stories.
- Utilise multi-media content such as images, videos and infographics to enhance engagement.

3. Community engagement

- Foster and engage with our online community, responding to comments, messages and enquiries in a timely and professional manner.
- Identify opportunities for user-generated content and user participation to enhance brand loyalty.



4. Analytics and reporting

- Monitor social media analytics to evaluate the performance of campaigns and adjust strategies accordingly.
- Provide regular reports on key metrics, insights and recommendations for improvement.

5. Collaboration

- Collaborate with the marketing, sales and customer service teams to ensure a cohesive and integrated approach across all customer touchpoints.
- Work closely with external partners, influencers and industry stakeholders to amplify our online presence.

Requirements

1. Experience

- Proven experience in social media management and content creation, preferably in a B2B or supply chain industry.
- Demonstrable success in growing and engaging online communities.

2. Skills

- Strong written and verbal communication skills.
- Proficient in social media management tools and analytics platforms.
- Creative mindset with the ability to translate complex information into engaging content.
- Competent brand ambassador – understand the Visku brand guidelines and tone of voice and how to convey the right Visku image.
- Strong message creator – can create impactful, on-brand messaging.

3. Education

- Relevant qualifications in Marketing, Communications or a related field.

4. Technology proficiency

- Familiarity with content planning tools, project management tools, graphic design tools and basic video editing software is essential.

5. Hybrid working

- Ability to work both remotely and in the office as part of a hybrid working arrangement.



Person specification

Behavioural competencies

- Determination and can-do attitude providing solutions and suggestions
- Flexibility in approach. The ability to embrace that change and be positive is important
- To be part of a business who work hard but enjoy doing so
- Opportunities to take on more and develop knowledge of an exciting sector
- Ambitious
- To be challenged and be positively challenging
- Quick learner on new systems
- Loves to engage and take the team with them on a journey – involve and influence
- Passionate and driven to succeed – self starter
- Proactive and highly motivated
- Drive, resilience, and enthusiasm - Focused upon results; remains positive and retains forward momentum, times; hard working and committed
- Customer and supplier focus - Committed to understanding and exceeding the expectations of customers, both internal and external
- Communicating and influencing - A good two-way communicator; first class verbal and written presentation skills
- Personable with a sense of humour; ability to work with and charm all stakeholders
- Able to use a range of influencing techniques, and be creative with different types of personalities
- Problem solving and decision making - Analyses issues and breaks them down into their component parts; identifies potential solutions and systematically evaluates them
- Good attention to detail, excellent numerical skills, ability to multi task and prioritise under pressure
- Building effective relationships - uses interpersonal skills to build and maintain effective relationships inside and outside the business. Understands team dynamics; encourages collaborative working across internal and external boundaries; can manage upwards

Visku – Visionary thinking. Proven expertise.

Unlocking the power of business supply chains.



Values & culture

<p>Progressive <i>yet</i> Pragmatic</p>	<p>We're the people reimagining supply chains. We uncover new and visionary approaches that challenge convention.</p> <p><i>yet</i></p> <p>We're grounded in the real world where every idea is practical and deliverable.</p>
<p>Curious <i>yet</i> Rigorous</p>	<p>We're always looking for opportunities and insights in partnership with our customers – anything that unlocks their potential.</p> <p><i>yet</i></p> <p>We do everything with consideration and rigour. We work tirelessly to get the detail right, whether it's for huge change or marginal gain.</p>
<p>Energised <i>yet</i> Dependable</p>	<p>We have a passionate and energetic way of working that drives results.</p> <p><i>yet</i></p> <p>We focus on delivery with consistency and integrity, making us relentlessly reliable and trusted.</p>