



Creative Team, Social Media Manager

Who We Are

MeMo is a dynamic, 40-strong team of digital marketing specialists, social media experts, PR professionals, and content creators. We collaborate with top-tier restaurant brands and ambitious independents, shaping their narratives and elevating their presence in an increasingly competitive market.

We pride ourselves on a culture that fosters innovation, collaboration, and excellence, offering a strong work-life balance, professional development opportunities, and an environment where bold ideas thrive.

The Role

The Social Media Manager will report into the Head of Social & Creative, supporting in devising and implementing strategy that delivers success across social media for all clients.

A passion for social media, content creating, and social-first campaigns in the hospitality space is key alongside an eye for detail from copy to content. This person will have a flair for creative copywriting that stops the scroll and builds brand storytelling across all social touchpoints from captions to bios.

Aside from an obsession with all things social, an individual who can coordinate various departments from junior support to graphic design is essential in managing the success of campaigns. This person will be an excellent relationship builder, sharing our passion for social media with clients and being the go-to person for all burning social questions.

Managing client comms will be a significant portion of this role, from sharing content calendars to discussing reporting and analytics. The ideal candidate will be results driven, with strong organisational skills and a team player who doesn't shy away from getting involved in every aspect of the agency.

As well as leading on client accounts, you'll play a pivotal role for the agency, encompassing but not limited to:

Key Responsibilities

- **Client Strategies:** Lead social media strategies for clients in collaboration with Client Services, Social Media Content Creators and Design Team where needed



- **Social Media Output:** Manage social media content calendars, from grid planning to copywriting to hashtag strategy, ensuring all content is scheduled using Sprout
- **Client Management:** Keep our customers informed and inspired, leading on client comms in relation to social media through regular client meetings, updates and proactive communication
- **Industry Obsessed:** Demonstrate a passionate and understanding of both the hospitality space and ever evolving trends and platform updates in the social space. Contribute to agency development by sharing and suggesting trends, content formats and alternative applications
- **Creative:** Work with Social Media Content Creator to deliver industry leading creative campaigns. Support in writing shoot briefs with specs for social campaigns to build brand messaging that will be rolled out to achieve wider campaign/client objectives
- **Organised & Efficient:** Highly organised with strong attention to detail and the ability to deliver high-quality work with quick turnaround times
- **Analytical:** Continually monitor and track social media performance and analytics for all posts and frequently find ways to improve on those metrics by testing new approaches and formats

Salary & Benefits

- Competitive salary, dependent on experience
- Hybrid working from our West London office
- CODE Membership (industry perks and discounts)
- Flexible working hours
- Paid Birthday Day Off
- MeMoment – monthly employee reward scheme
- Summer Fridays
- Two annual socials – Summer and Christmas

Why Join Us?

At MeMo, you'll have the opportunity to lead impactful, commercially driven campaigns for some of hospitality's most exciting brands. You'll work alongside a talented, supportive team in an agency that values creativity, collaboration, and professional growth.

Join us and take the next step in shaping the future of hospitality marketing.