

Social Media Manager - Social & Creative Team

Who We Are:

Me:Mo is a 40 strong team of digital marketing specialists, social media experts, seasoned PR professionals, and innovative content creators. We work with top-tier restaurant brands and dynamic independents, shaping their communication strategies and helping them stand out in a competitive market.

We pride ourselves on a vibrant company culture, with regular team gatherings, perks, a strong work/life balance and professional development opportunities that foster both personal and career growth.

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

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

Why Join Us?

At Me:Mo, you'll have the opportunity to shape the voice of hospitality's biggest names while thriving in a culture that celebrates creativity, team spirit, and growth. If you're passionate about social media, driven to set industry trends, and ready to make a meaningful impact, we'd love to meet you.

Join us and lead the evolution of social media in hospitality.