

MeMo | Head of Social

Who We Are :

MeMo is a London-based hospitality marketing and communications agency. We deliver strategy-led 360 comms - press & influencer, social & content, and digital marketing - to create buzz, build loyalty, and drive tangible commercial results. We're entrepreneurial, compassionate, industry-obsessed and creatively relentless. Our goal is simple: turn the brands you know into the brands you love.

The Role:

As our **Head of Social** you will lead our social media efforts, reporting into our Creative Director, with a vision that combines impactful, data-driven strategies and innovative content across platforms. You'll guide clients to social media success while upholding MeMo's reputation as an industry leader.

You should bring a minimum of 5 years of social media expertise, particularly in coordinating strategies on TikTok and Instagram. A keen ability to identify and set trends will also be essential. This role is the perfect opportunity for a strong Social Media Manager to step up into their first Head of Social role in a growing and supportive team.

This role requires a dynamic relationship builder who can anticipate client needs and remain ahead of the latest developments in food and hospitality.

Key Responsibilities:

As the Head of Social you will:

- **Nurture and Lead the Team:** Guide the social media team's growth and development through account reviews, training sessions, KPI setting, and mentorship.
- **Define and Deliver Social Media Excellence:** Oversee strategic social media planning from ideation to execution, ensuring impactful and industry-leading output.
- **Shape Campaigns and Strategy:** Lead the development of long-term, results driven social strategies for clients.
- **Optimise Paid Social Media:** Elevate our paid social strategy to maximize client success through creative content and informed planning.

- **Drive Content Standards:** Standardize content calendar processes across the agency, ensuring teams follow a consistent and streamlined approach. Review current content outputs and make recommendations for future development.
- **Foster Key Partnerships:** Build and maintain strong relationships with Meta, X, LinkedIn, and TikTok, staying attuned to platform developments and algorithms.
- **Strengthen Client Reporting:** Enhance reporting processes in collaboration with the Client Services team, showcasing measurable success.
- **Identify Growth Opportunities:** Proactively seek new business opportunities from a social media perspective, bringing innovative ideas to the table.
- **Drive AI-Enhanced Workflows:** Identify and implement AI-powered tools to streamline content creation, reporting, and community management across client accounts.

What We're Looking For:

- 5+ years' experience in social media strategy and delivery, ideally in an agency or fast-paced environment
- Proven experience leading client relationships and delivering multi-platform campaigns
- Strong creative, copywriting, and content planning skills
- Deep understanding of TikTok, Instagram, LinkedIn, Threads, YouTube and Meta ad tools
- Confident in reporting, analytics, and storytelling through data
- Experience managing or mentoring team members
- A solid grasp of hospitality and the food & drink sector is a significant plus although not a necessity

Why Join Us?:

- Competitive salary: £55-62K, depending on experience
- Hybrid working with flexible core hours
- Bright, creative hub office at Great Western Studios, London
- Laptop and phone provided
- Generous annual leave: 22 days + bank holidays + birthday off + office closed Christmas-New Year + TOIL scheme
- Summer Fridays: 4pm finishes
- Clear progression pathways with ambitious agency growth plans
- Regular socials (two annual all-agency events, department gatherings, client events)
- Perkbox membership (wellbeing tools and lifestyle discounts)

- Monthly employee recognition scheme with prizes
- CODE membership (exclusive offers at 600+ UK restaurants, bars & hotels)
- Opportunity to thrive in an ethical, ambitious, and supportive team

Final Note

Even if you don't meet every single criteria, we're looking for the right person ready to take the next step in their career - someone obsessed with social media and passionate about hospitality and the restaurant scene.

Please include a portfolio with your application. Join us and lead the future of social media in hospitality.