

Social Media Executive

Supporting the UK fashion & textile industry

Salary: £26,000 - £28,000 per annum plus benefits DOE

Location: London (Holborn)/ hybrid

About UKFT

UKFT is committed to delivering sustainable growth for the entire UK fashion and textile supply chain. We bring together brands, designers, manufacturers, suppliers, educators and retailers to promote their businesses and our industry, both in the UK and around the world.

We offer practical advice and technical support to help member companies grow. We champion the industry on a global stage and support UK companies to trade internationally. With a growing focus on sustainability and innovation, UKFT is driving meaningful action in the transition to a circular economy. To help attract, train and retain the best talent, we develop industry-led solutions to address critical skills gaps.

We are passionate advocates of 'made in the UK', combining a fresh approach to cross-industry collaboration with over 100 years' of experience in supporting manufacturers. Our President is HRH The Princess Royal.

Job Outline

We are looking for a talented and passionate Social Media Executive to join our team and help us effectively promote our messaging to further our mission. The successful candidate will play a pivotal role in managing our social media presence via a variety of platforms and channels. You will develop and execute social media strategies that enhances our brand awareness, engage with members and the wider community, while supporting our overall objectives and vision. This role reports to the Director of Communications and will be responsible for creating, curating and sharing content across various social media platforms.

Key responsibilities:

- **Social media strategy:** Working with the communications and marketing team to develop, implement and manage comprehensive social media strategies that align with UKFT's goals and values.



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- Content creation: Create engaging and visually appealing content including copy, images, videos and graphics for social media platforms. Proficient in Canva and Adobe would be a bonus.
- Social media management: Manage and monitor our social media accounts (including Instagram, LinkedIn, Facebook and Twitter/X) on a daily basis, ensuring consistency in branding and messaging. Experience with TikTok would be a bonus.
- Content scheduling: Plan and schedule social media posts using tools such as Hootsuite to ensure consistent and timely content distribution.
- Analytics and reporting: Monitor and analyse social media performance using analytics tools and generate regular reports to track KPIs. Amend and update strategy as required.
- Trend analysis: Stay up to date with industry trends, emerging social media platforms and best practices to continually improve UKFT's social media presence.
- Collaboration: work with internal teams including communications, membership, international business, skills and training and sustainability to align social media activity with broader marketing and communication strategies.
- Crisis management: work with the communications team to monitor, address and manage any negative and controversial social media incidents promptly and professionally.
- Compliance: ensure all social media content adheres to the organisation's policies and industry regulations.

Qualifications and key skills

- BA in marketing, communications or related field (or equivalent work experience)
- Experience in managing and executing social media strategies
- Strong understanding of key social media platforms and their features
- Excellent written and verbal communication skills
- Creative and innovative with a keen eye for design and visual content
- Proficient in using social media management and analytics tools
- Ability to work well in a collaborative team environment
- Strong organisational and time management skills
- Experience working in a trade association environment would be a bonus

How to apply:

Interested candidates should submit their CV and covering letter outlining their relevant experience and a portfolio of social media work to tara.hounslea@ukft.org. Please include 'Social Media Executive Application – [Your name]' in the subject line. The deadline for applications is **1 March 2024**.



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UKFT is an equal opportunity employer. We strongly encourage candidates from all backgrounds to apply.

Note: this job description is a general guideline and is not considered an exhaustive list of duties and responsibilities. Additional tasks and responsibilities may be required from time to time.