

Job Description

Social Media Manager (UK)

General Overview

ET2C international is looking for a Social Media Manager to Join the Lief Essentials team.

ET2C International is a British owned and managed Procurement Service Provider that is focused on adding value to our client's with more than 20 years supply chains experience. We have a total 200 employees globally with its head office in China, and branches all over the world.

Lief Essential is a website to bring together a range of selected eco-friendly beauty products from South Korea – a market leader in cosmetic innovation. All of our products are 100% vegan. Cosmetics with a Conscience!

This position is to use online social media to administer our Lief website, blogging, posting videos, articles, managing posts and responding to followers to attract customers to the site.

We have a close and professional team to work together, this position will have great space to grow together with our business.

KPIs

- Good knowledge of online marketing channels
- Build relationships with customers

Reports To:

- Marketing Director

Specific Duties

1. Setting and implementing social media and communication campaigns to align with marketing strategies
2. Create engaging content for all platforms, including blog pieces, articles, social media posts, newsletters, and videos
3. Engage with online community and respond to comments and requests in a timely manner
4. Monitor, track and report on online activities and project KPIs (weekly and monthly)
5. Organize and participate in online events to build community and boost brand awareness
6. Coordinate with Marketing team to ensure brand consistency
7. Build relationships with customers, potential customers, industry professionals and journalists

Job Qualification

Education: Bachelor or above

Relevant Experience & Knowledge:

- + From 3 to 5 years' experience as a community manager, good knowledge of online marketing channels
- + English native speaker - Excellent writing skills
- + Experience with Facebook, Instagram, LinkedIn, Twitter, YouTube, TikTok is essential
- + Ability to deliver creative content (text, image and video etc.)
- + Experience in the Cosmetic Industry will be a strong plus
- + Full time/part time, home base position

Basic Aptitude:

- + Excellent communication skills

Basic Skills:

- + Familiar with MS-Office (Word, Excel, Outlook, PowerPoint).

Location: UK

Salary – Negotiable
