

# We're looking for our Head of On The Tools!

## Who are we?

Electric House is a social media agency with a difference – we're a publisher too. We create, produce and distribute shockingly good video content through our social media communities (and beyond), earning untouchable results for our clients.

A career with us is a vibrant one - we're a rapidly growing agency, based in one of the most iconic offices of the West Midlands. And, whilst we may be getting bigger, we pride ourselves on the family-style culture at the heart of our business.

We look for people who want to be a part of that culture, which means people who share our values. We create together, we believe in being passionate and honest, and we always strive to have a consistent positive impact on the business and on the people around us.

Our founder set out to create a company where nobody hated Mondays, or felt undervalued, and we work hard to uphold those principles. 96% of respondents in a recent team survey said they would refer a friend to work with us, so hopefully, we're doing a good job.

If you're looking to be part of something special - something dynamic, and exciting - Electric House could be the place for you.

## The role

On The Tools is a community made up of UK based construction workers who love to share their funny on site videos and images with us to share across our many social channels. You will be responsible for the overall management of the On The Tools community, managing a team of social media coordinators and working closely with the Head of Social Publishing on wider community strategy, targets and income. You will need to be a champion for this community within Electric House and be the go to person for community based questions and suggestions.

As a Head of On The Tools you will:

- Manage the On The Tools social team
- Be responsible for community strategy and implementation
- Host creative meetings for On The Tools original in house content
- Manage your personal social budgets
- Create team targets and KPIs
- Be responsible for actioning innovative ideas for the On The Tools community

## The Successful Candidate

- At least 3 years experience in social media management
- Knowledge of content on all social platforms (Facebook, Instagram, TikTok, YouTube, Snapchat, Twitter and LinkedIn).
- Understanding of social media guidelines and policies.
- Strong social media marketing skills
- Ability to create strategy and content calendar relevant to the On a Budget community
- Ability to use social analytics tools
- Be a strong leader
- Have a creative mindset
- Be able to cope well under pressure

## The Detail

Salary: £25,000 - £29,000 pro rata per annum

Holidays: 20 days per year, plus 1 additional day for your birthday and 1 additional day for your work anniversary

Job Type: Full-time

Start Date: Immediate