

Role profile:

Senior Social Media Executive



bruntwood
SciTech

A photograph of three people (two women and one man) sitting around a dark wooden table in a modern office setting. They are engaged in a discussion, with one woman gesturing with her hands. Large windows in the background show a cityscape. A large, cylindrical pendant light hangs above the table. The text 'About Bruntwood SciTech' is overlaid in white on the bottom left of the image.

About Bruntwood SciTech

Bruntwood SciTech offers high quality office and laboratory space, a range of scientific services, and specialist business support which enables companies in the science, technology and innovation sectors to form, collaborate, scale and grow. It is the largest dedicated property platform serving the growth of the UK's knowledge economy to become a global science and technology superpower.

A JV between Bruntwood, Legal & General and the Greater Manchester Pension Fund, Bruntwood SciTech aims to create a £5 billion UK-wide portfolio that can support 2,600 high-growth businesses by 2032.

Bruntwood SciTech specialises in creating innovation ecosystems through its unique experience of working in strategic partnership with city councils, universities and NHS Trusts drives inclusive, sustainable economic growth through investment in science and technology infrastructure.

Now valued at £1.5bn, Bruntwood SciTech has a portfolio of 4.8m sq ft across nine life science and tech campus locations and 31 city centre innovation hubs in Manchester, Cheshire, Birmingham, Leeds, Liverpool, Cambridge and Glasgow. It has plans to create a £5bn portfolio by 2032 and has a 3.6m sq ft secured development pipeline.

Shape your World

Everything we do comes down to our five values. In practice, these will mean something unique to every person at Bruntwood, but if you're considering working here, give them some thought. They've been at the heart of our story for over 40 years. Take a look at our video to find out more

We really believe that if you're brilliant to work with, you deserve brilliant things in return - from the big important stuff like up to 8% matched pension, 25 days holiday,

private healthcare, and enhanced maternity and paternity leave.

Through to the "small perks" that help you out with the little things that matter just as much. At Bruntwood we might work hard, but we have the benefits and rewards in place to help you find that balance and enjoy life too.

**So, work at Bruntwood
and shape your world..**



**Dream &
deliver**



**Never sit on
the sidelines**



**Be creatively
commercial**



**Pay attention
to detail
(it matters)**



**Be brilliant
to work with**



Role Profile

The role: Senior Social Media Marketing Executive

Salary: £30,000 - £35,000

Job purpose:

The Senior Social Media Executive, reporting to the Senior Content Manager and sitting within the wider Digital team, will be primarily focused on the management of Bruntwood SciTech's current and future social media channels, as well as content creation and reporting and alongside a wider remit of supporting content marketing activity across the portfolio. We're looking for a social and content obsessed creative that isn't afraid to get stuck in and make an impact.

What you'll be doing:

Overseeing and executing the delivery of the social media marketing strategy, which forms part of the wider digital marketing strategy, in order to drive new leads for office and lab space.

- Oversee all company social media accounts management, including LinkedIn, X and Instagram with guidance and support from the Senior Content Manager to execute the strategy and drive more leads for office and lab space
- Develop engaging, creative, innovative content for regularly scheduled posts, which enlighten audiences, promote on-brand messages and which ultimately drive increased engagement and conversion
- Work collaboratively with various departments and regional leads across the business to understand key business lettings targets, development activity, programmes, events and brand activity and ensure these are embedded into the strategy and plan
- Develop and implement a calendar of always on and campaign focused content across our social channels to optimise engagement and drive new leads
- Monitor and interpret performance analysis and prepare reports on social activity to ensure learnings are fed into future activations and campaigns are fully optimised to achieve greatest ROI
- Create content bespoke to each platform, with a mixture of social-first video content and assets that are briefed into agencies/the internal graphic design team
- Self-shoot, upload and edit social-first content on platform where necessary
- You will be an ambassador for our social channels, making sure that only the best and most relevant content is published
- Be proactive with new and emerging platforms, updates and formats on social and encourage new approaches to content where appropriate
- Work with agencies and freelancers to produce and share high production video content
- You will also be required to provide additional marketing support when required, such as briefing and managing the creation of additional campaign assets and content, as well as website and Google My Business updates



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What we're looking for:

- Proven experience working in a social media role either at an in house brand or agency side.
- Written skills and ability to adapt per platform.
- Experience creating social-first content, either professionally or on own channels.
- Ability to create different content types, working with design teams or on locations.
- B2B social media management and content creation desired, but not essential.
- Highly aware of social platforms and trends, with the ability to react quickly to create relevant ideas and content.
- Reporting experience and ability to use GA4 would be beneficial.
- Experience using Canva or other in-house design programmes.
- Passionate about creating social-first, short-form videos to align with our strategies.
- Proven experience with creating content on camera with end-to-end in-app editing for Instagram.
- Experience creating content for TikTok is desired, but not essential.
- Organisation skills and the ability to keep projects moving and ensure deadlines are met.
- Willingness to travel to different regions and offices when necessary.

Benefits of working with us

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SciTech



Ways of Working

- We understand the importance of work-life balance, so whilst we are primarily an office-based culture (it's what we do!), we also want to encourage flexibility and agility where possible. Our colleagues make use of our different spaces and find lots of ways to collaborate which enable them to find the balance that brings out the best in everything they do.



Holiday

- **28 days holiday** - plus your birthday!
- **Buy & sell** more holidays if needed
- **Sabbatical** of up to 12 months so you can take a career break after five years with us



Financial benefits

- Up to 8% matched **pension scheme**
- **Enhanced maternity & paternity leave** - plus baby bonus!
- **Discounts & cashback** at leading retailers
- **Life assurance** / death in service
- **Rewards** for long service



Health

- **Employee Assistance Programme** - 24/7 access to mental health, legal & financial support, including counselling
- **Free healthcare cash plan** for all colleagues so you can claim back medical expenses like optical, dentist & physiotherapy. We also offer
- **Free private healthcare** cover on an opt-in basis
- **Fitness classes**, free gym spaces & gym discounts
- **Healthy breakfasts** in our offices
- **Wellbeing app** which rewards you financially for daily habits. You can spend this on everyday essentials, treats or even donate to good causes



Development

- **24 'Bruntwood Cares'** volunteering hours per year
- **Learning sponsorship**
- **Interest free learning loans** up to £2000 to pursue your passions
- **Mentoring scheme**
- **Work Shadowing**



Travel

- **Interest free travel** to work loans
- **Cycle to work** scheme
- **Car park** discounts

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bruntwood.co.uk/scitech