

Role profile:

Senior Social Media Manager



bruntwood
SciTech

A photograph of three people (two women and one man) sitting around a dark wooden table in a modern office or meeting room. They are engaged in a discussion. Large windows in the background show a cityscape. A large, cylindrical pendant light hangs over 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 and Cambridge.. 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, 28 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 Manager

Salary: £40,000 - 45,000

Job purpose:

Responsible for the development and execution of a best in class 'always on' and integrated social media strategy. Working closely with the Senior Social Media Executive to support with the social calendar and day to day activities.

Responsible for driving a positive interaction between the brand, current and prospective audiences and stakeholders across a broad range of channels and touchpoints, leading to an increase in brand awareness and lead generation.

Where you'll be working:

You will be office based within our Manchester City Centre head office, but will also travel to different locations to create content as and when required.

What you'll be doing:

- Lead the development and implementation of an integrated social media strategy and plan across LinkedIn, X, YouTube, Instagram and TikTok, designed to amplify the brand story, products and services through written and visual communications across channels
- Manage news gathering across the portfolio on a weekly, monthly and quarterly basis and liaise with stakeholders to share the relevant stories and content across channels to ensure we're sharing our news in a fully integrated way
- Continually review performance across channels to ensure activity works as hard as possible. Ensure all brand and commercial messaging is created to drive improvements in engagement, conversion and brand advocacy.
- Deliver content strategies and tone of voice documents which ladder up to overall brand proposition, and be a guardian of tone of voice guidelines
- Manage the SEO and thought leadership content creation and editing with external agencies.
- Support with the design and development of content for landing pages.
- Content creation inc. video (script, briefing), graphics, blog writing
- Work alongside the paid digital team to create social-first content to embed across paid campaigns on Meta and LinkedIn
- Ensure social graphic briefs and assets are fit for purpose and tell key messages in a clear, engaging way
- Developing strategies for delivery of customer testimonials/case studies and identifying key customers and new, fresh approaches to videos
- Develop monthly and quarterly reports based on brand and commercial objectives utilising data from GA4 to showcase direct referrals from social and blog posts and drive improvement
- Manage the Senior Social Media Executive, developing their skills and ensuring timely delivery of plans



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What we're looking for:

- Experience at Social Media Manager level and above, with the ability to effectively manage a small team and collaborate with senior stakeholders (Senior Leadership & Board level)
- Excellent knowledge of social channels - Instagram, LinkedIn & Meta specifically
- Commercially focused with a keen interest in property, tech, innovation and science
- Ability to create different content types, working with design teams or on locations
- Aware of social platform trends, with the ability to react quickly to create relevant ideas and content
- Previous reporting experience and ability to use GA4 and other reporting platforms
- Willingness to travel to different regions and offices when necessary

Benefits of working with us

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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