

WE'RE HIRING: SOCIAL MEDIA MANAGER

ABOUT AZALEA:

Azalea has established itself as one of the leading international PR and marketing agencies specialising in golf, tourism, leisure, lifestyle and hospitality.

Now in our 20th year, we represent many of the most prestigious golf resorts, destinations and lifestyle brands globally – spanning Greece, Italy, Portugal, Cyprus, Spain, France, Barbados, Dubai, Thailand, New Zealand and the UK. Our portfolio includes world-renowned championship venues, luxury resorts, tourist boards, golf equipment and apparel brands.

Following an exciting period of growth and international expansion, we are seeking a talented and ambitious Social Media Manager to join our growing team and take responsibility for the social media presence of a portfolio of high-profile international clients.

This is an opportunity to work at the forefront of luxury travel, golf and lifestyle marketing, managing social channels for some of the world's leading resorts, destinations and brands.

THE ROLE:

As **Social Media Manager**, you will be responsible for the day-to-day management and strategic development of social media accounts across a portfolio of international clients.

You will develop social strategies, create content schedules, manage publishing and community engagement and work closely with our Studio, content, editorial, PR and account management teams to deliver social media that is creative, relevant and commercially effective.

This is a hands-on role for someone who understands that great social media is about much more than posting content. You will need to understand each client's brand, audience and commercial objectives, identify opportunities to create content that cuts through the noise - and know how to adapt a story or idea for different platforms.

You will work across Instagram, TikTok, Facebook, LinkedIn, YouTube and YouTube Shorts, creating and curating content that is native to each platform and designed to generate engagement, build brand awareness and ultimately support our clients' wider marketing objectives.

Crucially, this is a client-facing role. You will be expected to take ownership of your accounts, build trusted relationships with clients and become an extension of their marketing team. From onboarding new clients and developing initial social strategies through to day-to-day communication, campaign delivery, reporting and ongoing account development, you will be responsible for ensuring clients receive a proactive, high-quality service.

We are looking for someone who is comfortable leading client conversations, presenting ideas and recommendations, challenging briefs where appropriate and taking responsibility for the success and development of their accounts. You should be commercially aware, confident communicating with senior client contacts and capable of identifying opportunities to add value and grow existing relationships.

KEY RESPONSIBILITIES:

Client Management & Relationships

- Own and manage a portfolio of social media clients, acting as a key day-to-day point of contact.
- Build strong, trusted and long-term relationships with clients and become a knowledgeable extension of their internal marketing team.
- Lead the onboarding of new social media clients, ensuring a clear understanding of their brand, objectives, audiences, tone of voice and commercial priorities.
- Develop initial social media strategies and content plans as part of the client onboarding process.
- Lead regular client calls and meetings, providing updates, recommendations, creative ideas and strategic direction.
- Confidently present social media strategies, content schedules, campaign concepts and performance reports to clients.
- Manage client feedback, approvals and expectations throughout the relationship.
- Take responsibility for ensuring agreed deliverables, deadlines and objectives are met.
- Proactively identify opportunities to improve client performance, introduce new ideas and expand the scope of social media activity.
- Develop a strong understanding of each client's wider business, marketing strategy and commercial objectives.
- Act as a trusted adviser to clients, providing proactive recommendations and consultancy.
- Identify opportunities for account growth and additional social media, content and marketing services.
- Work closely with the Account Management team to ensure social media activity integrates effectively with wider PR and marketing campaigns.
- Maintain a high level of professionalism and responsiveness across all client communications.

Social Media Strategy & Planning

- Develop and implement social media strategies for a portfolio of luxury resorts, destinations, tourism boards and golf brands.
- Build and manage monthly and weekly content schedules aligned with client objectives, campaigns, key dates and commercial priorities.
- Develop platform-specific approaches across Instagram, TikTok, Facebook, LinkedIn YouTube and YouTube Shorts.
- Identify opportunities to grow audiences, increase engagement and strengthen brand positioning.
- Stay ahead of social media trends, platform developments, emerging formats and changing audience behaviours.

- Proactively recommend new content ideas, campaigns and formats to clients.
- Understand how social media fits within wider PR, marketing and commercial campaigns.

Content Creation & Production

- Create and publish engaging social media content across multiple platforms.
- Produce short-form video content, including Reels, TikToks and YouTube Shorts.
- Edit longer-form video content and create video compilations for YouTube, LinkedIn and wider digital channels.
- Create and adapt graphics, social assets and visual content using Adobe Photoshop and other relevant creative tools.
- Work closely with AzaleaStudio to brief, plan and maximise photography and video shoots.
- Repurpose existing photography, video, PR and editorial content into engaging social formats.
- Write compelling, platform-appropriate captions and social copy.
- Ensure all content is consistent with the client's tone of voice, visual identity and brand guidelines.
- Identify opportunities for reactive, topical and trend-led content where appropriate.

Community Management

- Manage day-to-day community engagement across client accounts.
- Monitor comments, direct messages, mentions and relevant conversations.
- Respond to audiences in an appropriate, timely and brand-aligned manner.
- Identify opportunities to encourage conversation, engagement and user-generated content.
- Escalate customer service or reputational issues where appropriate.
- Monitor competitor and industry activity to identify relevant opportunities and insights.

Publishing & Account Management

- Schedule and publish content across all relevant social platforms.
- Manage multiple social accounts and content calendars simultaneously.
- Ensure content is published accurately and on time.
- Manage client feedback and approvals efficiently.

Reporting & Optimisation

- Monitor social media performance across individual client accounts.
- Produce regular social media reports and performance summaries.
- Use insights and analytics to identify what is working and where improvements can be made.

- Make recommendations based on engagement, reach, audience growth, video performance and other relevant metrics.
- Continually test and refine content formats, creative approaches and publishing strategies.
- Translate performance data into clear, practical recommendations for clients.

Creative & Campaign Development

- Contribute creative ideas to client campaigns, launches and wider marketing activity.
- Challenge briefs and identify ways to make social content more distinctive and engaging.
- Develop social-first concepts that can cut through an increasingly crowded digital landscape.
- Work with the wider creative and content team to develop integrated campaigns across PR, social, digital and marketing.
- Support influencer and creator campaigns where relevant.
- Contribute to new business proposals and client presentations with social media strategies and creative concepts.

SKILLS & EXPERIENCE:

- Proven experience managing social media accounts, ideally within an agency, luxury, travel, hospitality, lifestyle, sport or consumer brand environment.
- Strong understanding of Instagram, TikTok, Facebook, YouTube and YouTube Shorts.
- Excellent knowledge of what makes content engaging and shareable across different platforms.
- Experience developing social media strategies and content calendars.
- Strong copywriting skills and an excellent eye for detail.
- Confident creating and editing short-form video content.
- Experience using Adobe Premiere Pro, Photoshop and CapCut.
- Good understanding of photography, videography and visual content.
- Experience using social media scheduling and publishing platforms.
- Comfortable working with analytics and social media reporting.
- Strong organisational skills and the ability to manage multiple accounts and deadlines simultaneously.
- Confident communicating with clients and presenting ideas.
- Proven experience building and maintaining client relationships.
- Experience taking ownership of client accounts and managing client expectations.
- Confident leading client meetings, onboarding new clients and presenting strategic recommendations.
- Commercially aware, with the ability to identify opportunities to develop and grow client accounts.

- Proactive, commercially aware and comfortable working in a fast-paced agency environment.

DESIRABLE:

- A genuine passion for golf and a good understanding of the game.
- Experience managing social media for golf, sports, travel or luxury brands.
- An interest in luxury travel, hospitality and premium lifestyle brands.
- Experience creating content on location, including photography and video.
- Experience and understanding of paid social and PPC.
- Experience using Canva, Adobe Creative Cloud (InDesign, Illustrator) or other design tools.
- Experience with YouTube content and video optimisation.
- Experience working with influencers, creators or user-generated content.
- Experience using social listening, analytics or reporting platforms.
- Previous agency experience.

THE IDEAL CANDIDATE:

You are:

- Creative, commercially minded and highly organised.
- Naturally curious about social media and always looking at what brands are doing well.
- Confident creating content yourself rather than relying entirely on others.
- Comfortable balancing creative thinking with deadlines, client requirements and commercial objectives.
- Naturally tuned into trends without being a slave to them.
- A strong communicator who can confidently explain and sell creative ideas.
- Detail-oriented and meticulous when it comes to publishing and brand consistency.
- Comfortable managing multiple clients and priorities in a fast-paced agency environment.
- Comfortable taking ownership of client relationships and being the person clients rely on for social media advice and delivery.
- Confident in a client-facing environment and able to build strong relationships with a wide range of stakeholders.
- Proactive in identifying opportunities, solving problems and adding value for clients.
- Commercially minded, with an understanding that successful client relationships are built on both great work and excellent service.
- Passionate about luxury travel, golf, hospitality, lifestyle and the opportunity to work with some of the world's leading brands.
- Motivated to be part of an ambitious, growing agency with international reach.

WHY JOIN AZALEA?

- Work with globally recognised luxury golf resorts, destinations and lifestyle brands.
- Manage social media accounts for some of the world's most exciting golf and travel brands.
- Be part of a respected, specialist agency celebrating 20 years.
- Opportunity to travel internationally and create content on location.
- Play a meaningful role in shaping the social media output of a fast-growing international agency.
- Dynamic, collaborative and highly creative team culture.
- Hybrid working.
- Opportunities for progression.
- Staff profit share bonus scheme.
- Annual company golf trip.
- Regular staff socials.

To apply, please send your CV and covering letter to Josh Abbott, Group Account and Marketing Director: josh@theazaleagroup.com