

JOB DESCRIPTION

Social Media Marketing Coordinator

Location: KT2 (Travel)

Role Type: Freelance, Part-Time and Full-Time

<https://3koncept.co.uk/> (Under Construction)

3Koncept, a London-based start-up consultancy focused on developing brands, experiences and teams within lifestyle industries.

We believe in nurturing talent, fostering creativity, and helping individuals grow to their full potential. We are expanding our team and looking for passionate, motivated, and creative individuals to work closely with the Creative Director and bring ideas to life. Whether you're a student, recent graduate or **or Experienced marketer** what matters most is your attitude, eagerness to learn, and ability to think outside the box.

Person Specification

- Must be able to travel to KT2 and be flexible to move around London for content creation and events.
- Creative
- Flexible
- Problem Solving
- Quick and Efficient
- Time Management
- Attention to detail
- Thinking outside of the box
- Strong Communicator
- Team Player
- Trend Savvy
- Brand & Goal Orientated
- Self-motivated & Proactive
- Collaborative Spirit
- Adaptable & Open to Feedback
- Multi-Tasking Ability
- Strong Organizational Skills
- Optimistic

Qualifications

- Experience in social media management and digital marketing.
- Proficiency in major social media platforms (Instagram, Facebook, TikTok, LinkedIn) and digital marketing tools (Google Analytics, Meta Business Suite, Hootsuite, Buffer, Canva, Adobe Creative Suite, etc.)
- Strong written and verbal communication skills.
- Creative mindset with the ability to generate fresh ideas for engaging content.
- Basic knowledge of social media advertising (Facebook Ads, Instagram Ads, TikTok Ads) and experience in campaign management is a plus.
- Analytical skills to track, measure, and optimize performance, translating data into actionable insights.
- Basic editing skills for creating and refining visual content. Skills in creative media (graphic design, animation, photography, videography, or motion graphics) are a plus.
- Ability to work both independently and collaboratively, managing time and deadlines effectively.
- Understanding of SEO and content marketing principles to enhance social media reach and effectiveness.
- Passion for digital trends and social media innovation, staying up to date with platform updates, viral trends, and best practices.

Responsibilities

- Develop and execute social media strategies to grow brand awareness and engagement.
- Create compelling content for social media platforms (Instagram, Facebook, TikTok, etc.) and monitor performance analytics.
- Plan, schedule and develop content calendar using social media management tools to ensure consistent posting.
- Assist with digital marketing campaigns, from concept to execution, to support business goals.
- Run and optimise paid social media campaigns, including ad targeting, budgeting and performance tracking.
- Engage with the online community, responding to comments, messages, and inquiries.
- Track and analyze social media and marketing performance, adjusting strategies as needed.
- Monitor competitors and industry trends, identifying opportunities for innovation and competitive advantage.
- Collaborate with the team to ensure content aligns with the overall marketing strategy and brand voice.

Fee: Salary based on performance, experience, skills.