



# Social Media & Digital Marketing Executive

## Job Description

### Company background

Shaken Udder is the No.1 premium milkshake brand, founded in 2004 by Jodie and Howie, after spotting a gap in the market at music festivals. Shaken Udder supplies to all major UK supermarkets and has recently secured a minority investment from leading mid-market private equity firm LDC to support the next stage of its growth journey. We think our milkshakes are the best. They are rich & creamy made with real ingredients, have less than 5% added sugar and are also compliant with the upcoming HFSS regulations.

### Digital Marketing Executive role

This is a key new role creation within the Marketing team with a real challenge to take consumer engagement to the next level in the social space. You will be part of a fast-growing Marketing team, working with some of the largest retailers. Shaken Udder is looking to step-change its brand building and it is an exciting time to join a growing Marketing team and make your mark. You will be a brand ambassador and help drive product sales and awareness, having an influence of the overall marketing strategy.

### Key Responsibilities

- Develop and implement social media strategies to increase brand awareness and engagement among the current and new audience.
- Formulate high-quality written and visual content for each social media platform and newsletter to drive engagement with the community.
- Creation of a monthly content calendar for multiple social media platforms and ensure it is fully compliant with brand guidelines and legal mandatories.
- Monthly reporting for the social landscape across the brand on relevant KPIs. Tracking campaign performance, social listening, social/ influencer trends and competitor analysis.
- Develop plans to grow our followers, engagement, and retention.
- Communicate with influencers and bloggers to build the Shaken Udder community and widen our reach. Seek out new influencers that would be a good fit for the brand.
- Oversee photography and video shoots from brief to delivery.
- Coordinated planning with Senior Brand Manager to ensure that hero campaigns will successfully translate to social channels.
- Monitoring social media trends and industry competitors, identifying opportunities and risks, and making recommendations to drive business growth.
- Implement paid social media advertising campaigns and manage budgets.
- Source and manage suitable collaborative companies.
- Community management of social channels, responding to comments and DMs on Instagram & Facebook
- Manage relevant updates on our website
- Lead quarterly reviews of our organic social channels and newsletters.
- Budget management of all areas of responsibility.



## Key Skills

- Curious by nature and applies this to consumer, digital trends and social space - A detective mindset rather than a historian!
- A Storyteller - Can create the context of 'Why' and 'How' succinctly from multiple complex data sources
- Commercially Astute - Full appreciation of retailer commercial challenges and business commercial challenges and able to navigate through them
- A problem solver - Able to find solutions to complex category problems from lots of data without becoming 'data blind'
- Team First - A true team player and focussed on success for the team and function
- A Performance Mindset and results driven
- Comfortable with ambiguity and not always having 100% of the answers but enough to drive fantastic execution
- Relationship Builder - can build a rapport quickly and maintain it and comfortable independently managing stakeholders
- Inspires confidence - trusted to get on with the job and thrives with challenges
- Fully conversant in gathering and analysing data sets and leading continuous improvement
- Adaptable - Able to embrace change quickly and adapt to changing needs of shoppers, customers, and Shaken Udder
- Consumer obsessed - Genuine passion for understanding the consumer and using this understanding to drive a competitive advantage

## Experience Required

- Fully conversant with Hootsuite/ Mailchimp/ Canva or equivalent/ Social media platforms inc. TikTok
- Minimum 1 years+ in social and content creation, creative for social, website, video and influencer marketing.
- Passionate about the creative & design side of marketing - we partner with some amazing agencies, but if we want someone with a great eye for creative to help creative visual concepts, brief, lead and design some creative for all digital and content (social, website, POS, video, point of sale etc.)
- Gets "premium"
- Truly interested in your favourite brands - we want someone who really engages and enjoys the creative side of brand marketing, bringing inspiration and new ideas to the team regularly

## Location

- This role is based predominantly in our office in Tiptree, Essex. There will potentially be some flexibility in working from home, but the candidate will be required to be in the office minimum 3 days per week



## **Vision Statement:**

*"To be the no.1 UK milkshake brand by focusing on taste and sustainable innovation"*

## **Mission Statement:**

*"To more than double sales in the next 2 years, in a sustainable way, via deeper penetration of existing customers, new customer acquisition and business innovation"*

## **Values:**

*"Shaken Udder is an entrepreneurial company shaking up the market with products that taste amazing - putting customers at the heart of everything we do"*

## **Culture**

Our Winning Culture defines the attitudes and behaviours that will be required of us to make our Vision a reality.

## **Live Our Values**

- **Leadership:** The courage to shape a better future
- **Collaboration:** Leverage collective genius
- **Integrity:** Be real, honesty is the best policy
- **Accountability:** If it is to be, it's up to me
- **Passion:** Committed in heart and mind
- **Diversity:** As inclusive as our brands
- **Quality:** What we do, we do really well
- **Focus on the Market**
- Focus on needs of our consumers and customers
- Get out into the market and listen, observe and learn
- Be insatiably curious
- **Work Smart**
- **Solve our own problems (see it ,sort it , solved it)**
- Act with urgency
- Remain responsive to change
- Have the courage to change course when needed
- Remain constructively discontent
- Work efficiently
- If it's worth doing , it's worth doing well



- Strive for better
- Do it right the first time
- Act Like Owners
- Be accountable for our actions and inactions
- Reward our people for taking risks and finding better ways to solve problems
- Learn from our outcomes -- what worked and what didn't