**Structure**

* Reports to: Senior Account Manager/Account Director (TBC)
* Member of: Social & Innovation Practice, London

**Graduate Trainee, Social & Innovation**

**Job Description**

**The Team**

Within the Social and Innovation team we are fanatical about social media and digital marketing as fundamental building blocks of brand promotion and reputation safeguarding. Our clients look to us for expertise on the opportunities and challenges of the social web: from established titans like Facebook, Twitter, Instagram, and LinkedIn, through to newer players such as TikTok and Houseparty.

We’re a friendly hard-working team of ten with ambitious expansion plans, and our client list intersects with most of the other disciplines within the agency (particularly consumer, tech, corporate and healthcare) so our work is always varied and rewarding. We help devise and deliver strategies and campaigns targeting a wide range of audiences with diverse challenges, so collaboration, creativity and flexibility are key to our success as a team.

**The Work**

Our ongoing mission is to be synonymous with ‘innovation’ within the agency, as the trusted champions and originators of new social and broader digital techniques, trends and ideation.

As such our energies are largely focused on:

* Growing and future proofing existing FHF client relationships by delivering innovative social and digital ideation and activation for our clients
* Unlocking new business opportunities and relationships for FHF by contributing social and digital thinking to pitches, both at prep stage and ‘in the room’
* Championing social and digital innovation within the agency by sharing knowledge and inspiration from the wider industry landscape

**Role Overview**

You’ll be involved in creating and maintaining a strong online presence for brands through social media platforms such as Instagram, Instagram Stories, Facebook, Twitter, YouTube and LinkedIn etc,

 **Your day to day:**

* Day-to-day community management of brands social media accounts including posting social content, monitoring the conversation, responding to queries and looking for reactive content opportunities
* Helping shape the social tone of voice across channels and using this to write and edit social copy
* Being immersed in the communities you manage – learning what makes them tick, how we can capitalise on this to grow the channels and using this knowledge to feed into the brands social and marketing strategies
* Developing innovative and creative content ideas to feed into the brands social media content calendars. This includes working with FHF’s internal studio to create engaging, sharable content
* Creating weekly/monthly reports on social channel performance, growth and engagement
* Staying up-to-date with changes in all social platforms ensuring maximum effectiveness across the channels you manage

**A little bit more about us**

As an [agency](https://fhflondon.co.uk/careers/) we offer a whole host of additional benefits from private medical and financial consulting to inhouse massage and wellness clinics. We care about the whole you: your physical and mental health, your family, your development, your longer-term aspirations, your wallet and even your gigs outside of work – for more details see [here](https://issuu.com/fhflondon/docs/fhf-benefits-booklet)

Check our [Insta](https://www.instagram.com/fhflondon/?hl=en) feed to get a feel for the day to day.

We are committed to creating an inclusive work environment with a diverse workforce. All qualified applicants will receive consideration for employment without regard to race, religion, ethnicity, gender identity, sexual orientation, national origin, disability or age. As an agency we celebrate individuals’ strengths and ambitions - both professionally and personally - encouraging you to be yourself and bring your personal passions to work.

Joining FHF brings the benefits of belonging to a top global network whilst enabling individuals to grow in a genuinely entrepreneurial environment. Not to mention our Gold PR Week Award for ‘Best Places to Work’ (2020)!

We are part of the [Omnicom Group](https://www.omnicomgroup.com/) (NYSE:OMC), the leading global advertising, marketing and corporate communications company.

We treat your data in the strictest confidence. For further information our Data & Privacy policy is located on our website at http://fhflondon.co.uk