

## Role Profile

**Job Title** : **PR and B2B Social Media Coordinator**  
**Department** : **Rights and Brand Development - Marketing**  
**Band** : **Business Dev 2**

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### **Main Function of the Role:**

The Aardman in-house publicity team is responsible for PR, Publicity & Social Media activity for the company with a specific strategic Business to Business remit across Rights, Partner Content, Features and Corporate.

Reporting to the Studio Publicist this role supports the studio's different business areas with publicity and B2B social media activities with an objective to raise awareness of the services that Aardman offer, the breadth of different types of content that we create with a view to drive new business. It manages the social media profile for these areas working closely with the Marketing and wider social media team.

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### **Duties & Responsibilities:**

- **Studio Social Media Strategy** – Liaise with the Studio Publicist to ensure a consistent and appropriate tone of voice and that posts are timely in terms of the studio's overall social media strategy.
- **Social Media Profile** - To help grow and manage the social media profile for the specific business areas (*Commercials & Short Form, Licensing, Interactive, Sales & Acquisitions and Attractions & Live Experiences and Features*) spotting opportunities and suggesting ideas for activity across a range of platforms. Liaise regularly with the Community Team who run our brand and character channels to ensure a coordinated approach to the social media management across all platforms.
- **Targeted Campaigns** – Help plan and execute paid for social media campaigns for specific business areas around product launches, markets and events.
- **Analytics & Reporting** – Monitor analytics and trends for Aardman studio social media channels and report on effectiveness of delivered campaigns. Work with Digital Marketing Group to monitor changing trends and new technologies, advising on best practices for future activities.
- **New Sales Opportunities** – Spot opportunities to create new sales leads and share this information with relevant HODs.
- **Participate** in planning sessions and meetings relating to Aardman's Business to Business strategy.
- **PR** - Support the Studio Publicist with enquires, activities and assets for press and PR purposes related to relevant projects across all departments.

- **Social Media Support** – Support and advise team members (such as HODS, directors and producers) with their social media profiles and activity where relevant, helping with ideas for appropriate content for their individual audiences.
- **Assets** – Create new and prepare existing assets for use on social media and other sales/PR events – such as GIFS, video clips, stills and marketing materials liaising with production teams and designers as appropriate.
- **Corporate Website** – Work with New Business team on implementing updates to corporate site, ensuring all business areas are well represented and updated by relevant teams.
- **External Environment** - Keep an eye out for any new social media trends & platforms where we can reach and engage with clients, brands and agencies.
- **Awards and Festivals** - Assist in arranging industry award and festival submissions, activities and deliverables as required.

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**Person Specification:**

- Minimum 2 years' experience working in a press team with experience in writing press releases and preparing publicity materials.
- Minimum 2 years' experience working in social media, blogging and/or community management.
- Experience of running social channels within a B2B environment.
- High level of ability in copywriting.
- A good understanding of social media platforms, tech and etiquette are essential.
- Image manipulation skills and a familiarity with Photoshop are desirable.
- Good organisation, administrative and communication skills, with an excellent eye for detail.
- Team player with a flexible and proactive approach to work.

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**Responsible to:** Studio Publicist

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AL 22/01/19