



JOB VACANCY

Digital Channel Manager - Music (London)

About WMA

WMA exists to create impactful results for its partners across the digital space. We connect brands, artists and audiences through the convergence of digital media, from music and entertainment, to lifestyle and technology. The WMA network is highly experienced and extends globally, with bases in London, New York and LA, to provide a fully integrated digital service. By building strong relationships and original engagements, we work to create something truly memorable for our clients.

Current clients: Polydor, Island Records, Virgin, RCA, Atlantic, XL, James Grant, Modest! Management, Global, Vector Management, Young Turks, Barbour.

The Role

WMA is looking for an experienced music-focussed Digital Channel Manager with proven experience in delivering social media campaigns within music to join our fast-growing team in London. The position is charged with developing and executing best in class social media campaigns for WMA's clients, which will include artists, labels, brands and other entertainment businesses.

KEY RESPONSIBILITIES

- Managing accounts for a variety of social projects and clients autonomously, whilst working with key stakeholders to deliver social campaign ideation in line with the overall marketing objectives.
- Create and execute exciting and innovative social strategies for clients whilst ensuring content and channel output is optimised.
- Copywriting in correct tone of voice for official sites and e-newsletters.
- Provide clear communication plans for review on a weekly basis and scheduling of approved plans on key channels including but not limited to Facebook, Twitter, Instagram, Snapchat, Spotify and YouTube.
- Drive digital innovation to position artists, brands and WMA as industry leaders.
- Analyse data and present reports in a simple and effective manner.

- To work closely with the other Digital services within WMA to offer a bespoke streamlined service, amplify activity and refer new business.

SKILLSET

- An active knowledge of and passion for social media and trends within music and entertainment
- Ability to work with a broad range and level of people; to share and convey updates, ideas and vision with clarity and tailored to the audience.
- Great relationship building skills - get to know clients including artists and management in a friendly but professional way - maintain credibility.
- Excellent communication skills - verbal & written.
- Excellent people skills - confident & proactive.
- Team player - cross departmental teamwork required.
- Can take on and solve problems.
- Highly creative.
- Good attention to detail.

EDUCATION & EXPERIENCE:

- Ideally graduate level with a degree in marketing, PR, music or related field.
- Proven experience in social media and digital channel management within the music industry.
- Understanding of evolving technology and the ability to research new opportunities.
- Proven experience of delivering social media campaigns based on audience insight.
- Proven experience reviewing and analysing data to provide insight and deliver strategies.

WHO WILL YOU BE WORKING WITH?

- The Global Social Team
- Directly with clients to discuss briefs, campaigns, timings and budgets
- Social Creative Design Teams
- Artists / Bands (major to unsigned)
- Other Teams at WMA

Salary

Competitive. Dependent on experience.

Contact

Website: wma.agency