



Social Media Manager Role

Employment Type: Part-time freelance (4 days per week)

Stat Date: ASAP

Team: Digital

Reporting To: Digital Account Director

Role Overview:

Peridot PR is seeking a creative, strategic, and highly organised Social Media Manager to lead the development and execution of social media campaigns across our client portfolio and company channels. This role is responsible for creating engaging content, growing online visibility, managing day-to-day social activity, and delivering measurable results that support clients' communications objectives.

The ideal candidate is a strong storyteller with a solid understanding of social media trends, platform best practices, and performance analytics, and is passionate about helping brands strengthen their market presence, raise awareness, and support wider business goals through social media.

Key Responsibilities:

- Manage monthly social media calendars, ensuring content is planned, approved and delivered on schedule.
- Create, edit, schedule and publish content across platforms including Instagram, LinkedIn, Facebook and alternative/ emerging channels where relevant.
- Execute social media strategies that support clients' business objectives and communications goals.
- Write engaging social copy and captions that align with each client's tone of voice.
- Monitor and manage social media channels, including community engagement and audience interactions.
- Identify and leverage relevant trends, cultural moments, industry news and platform updates to maximise channel visibility and engagement.
- Collaborate with wider social and PR teams to deliver integrated campaigns and support client activations.
- Monitor performance and prepare monthly reports, providing insights and recommendations.
- Monitor competitor and industry channels to identify opportunities, risks and emerging conversations.
- Support paid social campaigns, including audience targeting, budget management and performance tracking where appropriate.
- Assist with influencer and creator partnerships where relevant.

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- Attend and contribute to client meetings, developing a strong understanding of client objectives and priorities.
- Attend industry events, launches and media engagements where required.

Skills & Experience:

- 1-3 years' experience in a social media role, ideally within an agency or freelance environment.
- Proficient use of social media management, design and reporting tools such as Sprout Social, InDesign, Canva, etc.
- Excellent writing, editing and storytelling skills.
- Strong organisational skills with the ability to manage multiple priorities and deadlines.
- Exceptional attention to detail, ensuring all client-facing work is delivered to a consistently high standard.
- Confident verbal and written communication skills.
- Proactive, adaptable and solutions-oriented mindset.
- Genuine interest in luxury brands, design, interiors and lifestyle sectors.

About Us:

Founded in 2020 and born out of the founder's ingrained love of a well-told story and a 'nose for news', Peridot PR is a strategic brand-building and communications company working in property, interior design and lifestyle. We work across traditional and new PR, social media management, content generation, and influencer marketing. Clients are unified in an overarching objective to meet, capture the attention of and be front of mind for the world's affluent, high net worth and ultra high net worth audiences. Though small, Peridot are mighty and passionate about what they do.

Benefits:

- Hybrid working (3 days in the office per week)
- WFH Fridays
- Pavilion club membership
- Team social days

If you think this is an exciting opportunity, and a good fit for you, then we'd love to hear from you! Please email hello@peridotpr.com with a cover letter and CV .