**Job Description**

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| **Job Title:**  **Function:**  **Team / sub-function:**  **Reports to:** | Social Media & Content Manager (Mat Cover)  Marketing  Group Marketing (UK & IR)  Marketing Director |
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**The role**

We are seeking a dynamic **Social Media & Content Manager** to lead and execute PortmanDentex’s online presence. This role will be responsible for enhancing and managing our social media strategy, engaging online communities, and creating compelling digital content across multiple platforms. Working cross-functionally with marketing, creative, clinical and recruitment teams, you will ensure brand consistency while driving engagement and visibility. The ideal candidate is a strategic thinker with a passion for storytelling, audience growth, and data-driven decision-making.

**Key Accountabilities include;**

* Develop, implement, monitor and evaluate PortmanDentex social media strategy to enhance brand visibility, audience engagement and overall reputation
* Oversee all social media channels, including content planning, scheduling, and community management, ensuring consistency in voice and messaging.
* Act as the brand voice online, crafting engaging copy for social platforms, responding to comments and inquiries, and fostering an active online community.
* Proofread, publish, and ensure all social media and digital content aligns with PortmanDentex’s brand guidelines, accessibility standards, and best practices for inclusivity.
* Plan and execute social media campaigns for events, projects, and initiatives, collaborating with the Senior Marketing Manager to align with broader marketing strategies.
* Cultivate and manage internal and external influencer relationships
* Work closely with Marketing Manager, Designers, Copywriter and Cross-functional teams (Clinical, Recruitment, and M&A) to ensure cohesive and effective digital communications across all business functions.
* Collaborate with Senior Marketing Manager, Creative and Practice Marketing teams to manage content production and maximise return on spend
* Manage, plan and deliver the PortmanDentex digital content production, including sourcing imagery, creating editorial content, production of short films, audio and graphic content, and assisting cross-functional teams in broadcasts and livestreaming events
* Report on new platform trends and social opportunities to explore.
* Monitor and safeguard online communities, enforcing community guidelines, reporting harmful content, and promoting a safe and respectful digital space.
* Analyse and report on social media performance, providing insights on reach, engagement, revenue impact, and emerging platform trends.
* Support Practice Marketing team with delivery of training, guidelines and templates for practices organic social media
* Support crisis communication efforts by assisting in drafting social media statements and strategizing emergency response plans alongside the Marketing Director

**Skills and Experience**

* 3+ years of experience managing and growing brand presence across social media platforms (Facebook, Instagram, TikTok, LinkedIn, YouTube).
* Strategic & Big-Picture Thinker – Understands the bigger picture, aligning content and social media efforts with broader business objectives.
* Agile & Fast-Paced – Thrives in dynamic environments, managing multiple priorities with urgency, clarity and efficiency.
* Creative & Data-Driven – Crafts engaging content while leveraging insights and trends to optimize performance.
* Detail-Oriented & Accurate – Ensures high-quality, brand-aligned content with a sharp eye for precision.
* Adaptable & Solutions-Focused – Navigates challenges with flexibility, problem-solving, and proactive communication.
* Highly Organized & Output-Driven – Manages projects effectively, ensuring clear communication on priorities and bandwidth.