

Social Media Strategist

Job description

Company Overview

iSite are a fast-growing digital agency that delivers innovative and data-driven content solutions for clients across various industries. We are looking for a **seasoned Social Media Strategist** who can confidently guide our clients through the fast-moving digital landscape. The expert for brands looking to harness the power of social helping them **navigate algorithms, predict trends, and maximise their content's impact across multiple platforms.**

About the Role:

This role is for someone with **a deep understanding of audience behaviours**, who knows how to translate platform changes into actionable strategies and can advise clients on everything from **TikTok virality to YouTube searchability**. If you **can blend creativity with data-driven decision-making**, spot opportunities before they peak, advise on seeding and ensure our clients stay ahead of the curve, you should be working with iSite.

Key Responsibilities

- **Develop and implement tailored social strategies** that help brands grow their reach and engagement.
- **Analyse platform algorithms and updates** ensuring clients are optimising their content for discoverability and performance.
- **Stay ahead of trends** you'll identify what's next and advise clients on how to engage in a way that fits their brand.
- **Provide expert guidance on content formats** short-form for TikTok, long-form for YouTube, and everything in between.
- **Use SEO and keyword research** to inform YouTube content, ensuring videos rank for high-intent search queries.
- **Interpret analytics and performance data**, refining strategies based on engagement, watch time, and conversion metrics.
- **Work closely with content creators and production teams**, ensuring output is both creative and strategically sound.
- **Advise on emerging platforms and tools**, from AI-powered social features to new content formats.

What We're Looking For

- **Extensive platform knowledge** you understand how content succeeds on TikTok, Instagram, YouTube, and Facebook.
- **A strategic thinker** able to translate complex digital trends into clear, actionable plans for clients.
- **Data-led but creative** you know how to use insights to shape compelling storytelling.
- **Client-facing experience** comfortable advising brands, presenting strategies, and justifying decisions with evidence.
- **SEO expertise** able to identify key search terms and optimise YouTube videos for discovery.
- **Strong grasp of audience behaviour** from Gen Z's scrolling habits to how professionals engage with educational content.
- **Proven experience managing organic content strategies** understanding how organic and paid work together is a bonus.

Location: Colchester

Job Type: Full-time

Schedule: Monday to Friday

Work Location: In person