

# Social Media Manager

**Location:** Blackburn (Hybrid – 4 days office / 1 day remote)

**Salary:** £35,000 – £40,000 (DOE)

**Hours:** Full-time

## About Smile Kitchens

At Smile Kitchens, we believe in creating more than just beautiful kitchens — we design spaces that bring joy, creativity, and connection into people's homes. We're an energetic, design-led, and customer-focused brand that's growing fast, and we're looking for a talented **Social Media Manager** to join our dynamic marketing team. We see social as a huge growth opportunity, this is a key hire in our growing team.

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## The Role

We're looking for a creative, strategic, and data-driven **Social Media Manager** who can elevate our brand presence and build communities across social platforms. You'll lead our social media strategy, create stand-out content, build and engage our community, and drive brand awareness and consideration through partnerships, influencer campaigns, and social storytelling.

This is a hands-on role for someone who loves crafting content, spotting trends, and using social media to make an impact.

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## Key Responsibilities

- **Content Creation:**  
Develop, plan, and execute engaging content across all social channels (mainly Meta and Tik Tok) – including short-form video, imagery, and stories.  
Capture, edit, and produce high-quality video and photo content for use across organic and paid channels.  
Manage customer and influencer photo/video shoots to ensure we capture high quality visuals
- **Community Building:**  
Engage authentically with our audience, building a loyal and active community that advocates for the Smile Kitchens brand.
- **Influencer Outreach & Management:**  
Identify, onboard, and nurture relationships with influencers and creators who align with our brand values, to drive referrals and revenue at a positive ROI

Manage influencer partnerships from concept through to execution, ensuring deliverables drive measurable results.

- **Brand Partnerships:**

Develop and manage collaborative campaigns and joint initiatives with complementary brands to amplify reach and engagement.

- **Social Campaign Development:**

Plan and execute high-impact social media campaigns around key kitchen design trends and seasonal periods.

- **Performance & Insights:**

Analyse campaign and content performance, providing actionable insights and recommendations to optimise results.

- **Commercial Focus:**

Ensure social activity supports wider business goals, contributing to traffic, conversions, and brand growth.

## **Skills & Experience**

- Proven experience managing social media channels for a consumer brand or agency.
- Strong **video editing** and **content creation** skills – confident behind and in front of the camera.
- Excellent understanding of social trends, storytelling, and platform best practices.
- Experience in **influencer marketing** and **brand collaborations**.
- Strong **commercial understanding** with the ability to interpret data and deliver performance-driven improvements.
- Creative thinker with a keen eye for design, detail, and what resonates with audiences.
- Excellent **communication** and **relationship-building** skills.
- Highly organised, proactive, and adaptable to a fast-paced, growing environment.

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## **Why Join Smile Kitchens?**

- Opportunity to shape and grow one of the UK's most exciting kitchen brands.
- Collaborative, supportive, and creative culture.
- Hybrid working model (4 days in our Blackburn office, 1 day from home).
- Competitive salary with opportunities for development and progression.
- Be part of a brand that genuinely makes people smile!