

The Company

MuchBetter is an eWallet app spearheading innovation in payment technology. We specialise in providing the perfect eWallet solution in 185 countries, for now more than 700,000 customers.

MuchBetter brings together a team of tenacious thought-leaders, re-imagining the business model of payment services and pushing the boundaries and capabilities of a payment app.

With offices in the UK & the Isle of Man, we also have people in Spain, Costa Rica, India, Malta, Canada, Israel, our team is multicultural, and our workspace is a place for creativity, change, innovation and collaboration. We employ people who think outside the box, share ideas without restrictions, take pride in supporting the wider team, and are not afraid to ask questions.

The Role

As part of the next planned phase of growth for the company, we are looking for an experienced Social Media and Community Manager who can enhance our brand and build strong online communities through our various social media platforms and communities. The Social Media Manager will be responsible for developing and administering social media content that is designed to engage users and create an interactive relationship between consumers and the company.

Core Responsibilities:

- Devise and implement a social media and community management strategy to grow our following and engagement, increase brand awareness and revenue.
- Work closely with the marketing team to develop high quality, engaging, relevant and timely social media campaigns that help to achieve corporate marketing goals.
- Create and manage the social media calendar, including copywriting and asset management, and ensure the content is published by the stipulated deadlines.
- Manage and implement a set budget to support organic posts.
- Be the voice of the brand, serving as a point of contact for the company's social media platforms such as Facebook, LinkedIn, YouTube, Instagram, forums, and blogs.
- Monitor the company's social media and community accounts and offer constructive interaction with users. Responding to comments and solving customer queries in a timely manner.
- Interact with community members and customers in a professional, personable, and timely manner, proactively engaging in new conversations with customers, identifying earned opportunities and monitoring key competitors.

- Analyse the long-term needs of the company's social media strategy and offer monthly reports to the management and executive teams that outline any necessary changes to the digital marketing plan.

Experience and Skills:

- 3+ years' experience in social media management.
- Expert in established and emerging social media platforms.
- Strong understanding of social analytics.
- Demonstrates a strong work ethic and willingness to learn; enthusiasm is a must.
- A strategic and analytical thinker that can interpret numbers and data into actionable insights and learnings.
- A team player who can collaborate across functions.
- Excellent personal organizational and time management
- Can work under pressure, with the ability to be reactive and flexible in a fast-paced environment.
- Proven experience in identifying target audiences and building social campaigns that engage, educate and motivate across social digital channels
- Knowledge of the gaming market and payments industry preferred.
- Fluency in one of the following languages required: German, Portuguese, Russian

Remuneration:

- Bupa health insurance for you and your family
- Bupa dental insurance for you and your family
- 25 Days annual leave + all bank holidays
- 1 extra day annual leave for your birthday
- Pension
- Employee Assistance Programme
- Fantastic social events

Location: Isle of Man

To apply for this role, please email your CV to hr@mirlimited.com