



JOB TITLE: Content & Social Media Manager

CONTRACT TERM: Permanent

SALARY: £35-45K (depending on experience)

LOCATION: ABBA Voyage Arena/Head office (central London)

REPORTING TO: Senior Marketing Manager

HOURS: Full-time

ABOUT US:

ABBA Voyage is a concert like no other, blending cutting-edge technology, spectacular lighting, and some of the most beloved songs ever written. Since the custom-built arena opened in May 2022, the show has been astounding and delighting thousands of visitors from across the world. But as we continue to build on the success of the London show and with rapidly expanding growth plans, the journey is only getting started. We are looking for talented and passionate individuals to join our already world-class team. This is a rare opportunity to be part of something truly iconic and really make your mark. If you'd like to take your career to the next level, we'd love to hear from you!

See what audiences have been saying about the show: <https://www.instagram.com/p/CghOCTIDdy3/>

ROLE OVERVIEW:

Your role will involve establishing and engaging with our community and curating the voice of the brand, planning and executing original content and engagement ideas, developing a social strategy, and working closely with our social media, PR and paid media agencies to bring campaigns to life. You will have your finger on the pulse of what's trending online, and guide how ABBA Voyage can appropriately engage with these trends.

KEY ROLES AND RESPONSIBILITIES:

- Supports in planning, creating and publishing digital content in consultation with wider Marketing and Communications team
- Own the day-to-day social content output for all channels across always-on social & integrated campaigns
- Generate best-in-class, socially native content ideas, working closely with our social media agency to manage the full content creation process
- Contribute to creative brainstorms for integrated campaigns and social media activations, working collaboratively with wider teams, helping manage social ideas through to execution
- Create a strong supporting social copy, helping evolve the social brand TOV
- Commissions, creates and edits content for the website and newsletters including working with contributors
- Effectively manages projects, planning, co-ordinating, delivering, evaluating and communicating as appropriate
- Proactively identify any cultural moments & conversations in which ABBA Voyage might meaningfully participate, building brand awareness through culturally relevant, real-time content
- Continuously evolve the community management strategy, working collaboratively with agencies and customer care teams
- Where appropriate, identify and respond to the social community in order to drive deeper engagement
- Monitor content performance and online conversation, creating regular reports, tracked against KPIs to inform social strategy
- Stay up to date with the latest platform developments with strong knowledge of social optimisation and platform hacks, helping instil a natively social mindset across the business
- Contribute to social strategy reports and social insight gathering, to help inform wider business strategy

ABOUT YOU:

- 3+ years in Social Media Management, ideally working with global consumer, B2C, or entertainment brands
- Strong, social-first, creative thinker and problem solver, with demonstrable experience in creating and managing effective social media campaigns



- Hands-on knowledge of main social platforms including Facebook, Twitter, Instagram, TikTok and YouTube, essential
- Efficient across both design (Photoshop, InDesign etc) and video editing (Adobe, Premier Pro), essential
- Experience working with wider platforms (e.g., Spotify, Reddit, WhatsApp, and Messenger), desirable
- Community management experience
- Good working knowledge of social media optimisation
- Some working knowledge of paid social, especially Facebook Ads Manager
- Experienced in social publishing, listening and analytics platforms
- Experience in live entertainment and/or e-commerce, preferable
- Highly organised with strong verbal and written skills, and excellent project management skills
- Working knowledge of PR, and its integration with social
- You enjoy working in an autonomous start-up environment setup. You enjoy the pace, responsibility and changing nature of working in a growing business
- You care about company culture and see your own responsibility in creating a positive work environment
- You are up to date with the latest industry trends and enjoy pushing the traditional boundaries of creative excellence to challenge the status quo

WHAT'S IN IT FOR YOU:

- The opportunity to be part of a revolutionary concert
- Competitive salary and bonus scheme
- 6% matching pension contributions
- 10 complimentary tickets to the show every year
- Health Care Cash Plan, EAP and retail discounts

HOW TO APPLY:

Please send an up-to-date CV and a short cover letter to jobs@abbavoyage.com with the subject title "Content & Social Media Manager".

DIVERSITY AND INCLUSION STATEMENT

Here at ABBA Voyage, we strive to be a business where difference is valued and everyone is able to thrive in a culture of equality, inclusion and belonging. We are committed to providing a truly inclusive environment that reflects today's society, where everyone is able to bring their true selves to work, and where diverse voices and backgrounds are valued, heard, and well-represented.

ABBA Voyage welcomes applications from all sections of society. We are committed to equal employment opportunities regardless of race, religion, or belief, ethnic or national origin, disability, age, citizenship, marital, domestic, or civil partnership status, sexual orientation, gender identity or any other basis as protected by applicable law. If you have a disability or additional needs that require accommodation, please do not hesitate to let us know at the point of application.

BE YOUR BEST STATEMENT

We want everyone to make the most of the opportunity to shine and showcase their talents, so we are happy to make adjustments in the recruitment process so you can be your best! Please don't hesitate in discussing any specific requirements with us, or if you would feel more comfortable, you can email us confidentially at peopleteam@abbavoyage.com to let us know how we can support you.