



Discover
something *new!*

Job Description

Title:	Organic Social Media Manager
Type:	Permanent
Start date:	ASAP
Hours:	40 hours per week
Salary:	Competitive, dependent on experience
Location:	This role is 100% based at our new HQ in Aylesford, Kent

Who is Must Have Ideas?

Whilst still only young, we're one of the UK's fastest growing ecommerce brands, helping over 2 million customers 'Discover Something New' every year. One in six homes in the UK now have one of our clever, problem-solving products and we're widely recognised as one of the leading ecommerce innovators of the past few years. Named by The Sunday Times as the 66th fastest growing company in the UK, we're a British success story and our incredible growth isn't stopping any time soon. We would love you to join us on this exciting journey!

The Team

You'll be working with a group of great people who think independently but collaborate as a strong team to deliver exceptional results. Career progression? Absolutely - there are plenty of opportunities to grow and develop, as our rapid growth continues.

We're fully office-based

We believe that we are at our best when we're together, and that's why our team fully works from our office at our swanky new base in Aylesford, Kent. Being together facilitates superior collaboration, encourages conversations, and sparks creativity. And there's some pretty sweet incentives to coming to the office, too, including free breakfast every day!

This Role

This is an excellent opportunity to join us on our fast-growth journey!

We're looking for an Organic Social Media Manager to join our ever-growing Acquisition team to strategize, manage and grow MHI's organic social media channels.

This is a newly created role to support the ongoing fast-growth of the organisation.

Your responsibilities will include:

- Developing and executing a clear cross-platform organic content strategy that drives reach and engagement, and encourages trust.
- Taking ownership over the direction, KPI achievement and reporting of MHI's organic social media activity.

- Strategizing and overseeing the day-to-day operations and scheduling of the organic Facebook, Instagram, TikTok, LinkedIn, X, Threads and Pinterest platforms alongside a Social Media Marketing Executive.
- Leading on the building and nurturing of an engaged Must Have Ideas community across all channels, including the setup, management and engagement of an MHI community group.
- Working with an internal content team, copy team and a Social Media Marketing Executive to ideate, brief, create and post a consistent stream of platform-optimised content.
- Spotting commercial opportunities to reactively turn trending formats into brand building and revenue generating posts.
- Establish repeatable content frameworks for all channels that drive consistent reach and engagement.
- Strategize and develop founder-focused personal brand accounts on Facebook, Instagram and LinkedIn.

You'll excel in this role if you have the following skills & experience:

- Proven experience of successfully managing multiple organic social platforms for a DTC or e-commerce businesses.
- Proven track record of significantly growing social media accounts on Facebook, Instagram, TikTok, LinkedIn, Threads, Pinterest and X.
- Experience in planning, directing, shooting and editing high performing short-form video content.
- Knowledge of the CapCut and Adobe Express platforms.
- Commercially minded with an understanding of the full sales funnel.
- Highly creative mindset, but driven by data.
- Experience of measuring success using key marketing metrics i.e. CTR, CVR, engagement rate, reach, etc. and spotting trends in data to inform strategy.
- Extremely organised, with the ability to adapt quickly to trends.
- Excellent communication skills.
- Ability to report in a clear and concise manner.
- Ability to work semi-autonomously and take ownership over platform performance.

What's it like to work here?

We know that our people are key to our success. That's why we strive to make MHI a great place to work – just ask our team. It's a friendly, welcoming and fun environment here. We've worked hard to create an amazing experience for our people because we know that workplace happiness goes way beyond just your salary. As well as being a Living Wage employer, we're proud to offer one of the best packages of team perks in the area, including:

- Private healthcare
- Free breakfast every morning
- Paid sick leave
- Flexible hours
- Minimum of 25 days holiday per year as standard (plus more the longer you stay)
- Buy or sell holiday
- Generous paid maternity & paternity leave
- Your birthday off work every year
- Free electric vehicle charging
- Free car washing every month

- Regular team & charity fundraising events
- Free products from our range
- Generous staff discount on our range of products
- Free personal use of company vans
- Company pension
- Salary sacrifice schemes (cycle to work, electric car leasing)
- Season ticket loans
- Casual dress code
- Free and unlimited fruit, sweets, cold & hot drinks

What happens next?

If we think you could be a good fit, you'll be invited to come and see our new state-of-the-art facilities and for a more in-depth conversation. We may ask you to complete a small task to show us your skills and there may be a second interview stage, too.

This is an excellent opportunity to join us while the company is still young and to be part of our high-growth journey, with all the opportunities that brings.

Must Have Ideas Ltd is an equal opportunities employer and we're working hard to build a diverse and inclusive workforce.