STEWARTS

Job description

Job title:	Digital Marketing Executive (Social Media)
Reporting to:	Senior Digital Marketing Manager
Department:	Marketing
Location:	London
Purpose of role:	Supporting the Senior Digital Marketing Manager in the delivery of the firm's digital marketing strategy, with a primary focus on managing and optimising Stewarts' organic social media channels.
Hours:	Monday to Friday, permanent, full time
Reviewed:	March 2026

Job responsibilities:

Supporting the Senior Digital Marketing Manager in the planning, delivery and optimisation of the firm's social media activity, ensuring content is aligned to the firm's brand, tone and business development objectives. The role has a broad remit, supporting all legal departments to achieve their digital marketing objectives through effective social media delivery, performance analysis and coordination with internal teams and external agencies.

Key responsibilities include:

Social media delivery
- Lead and manage day-to-day activity across the firm's social media channels, including LinkedIn and other agreed platforms
- Own and maintain the social media content calendar, coordinating with the Communications team to ensure consistent, timely delivery on insights, news and PR content across social channels
- Repurpose campaigns, events and thought leadership content for social media use
- Monitor engagement, respond appropriately and escalate reputational issues where required.

Engagement and advocacy
- Responsible for the management and user administration of the firm's employee engagement/advocacy platform, including onboarding new users and monitoring engagement
- Liaising with the Careers and Early Careers teams on the social promotion of vacancies and career opportunities in line with the firm's recruitment strategy managed by the Senior Marketing Manager.

Campaigns and collaboration
- Work with the marketing team on national awareness day campaigns and firm-wide initiatives
- Collaborate closely with comms, BD and marketing colleagues to support campaigns, announcements and events
- Ensure all social media activity adheres to firm policies, governance and brand guidelines.

Agencies, reporting and optimisation

- Brief and manage external creative agencies responsible for producing social media assets
- Ensure outsourced content meets quality, brand and performance expectations
- Monitor and analyse social media performance, tracking reach, engagement and audience growth
- Support the production of monthly digital performance reports, providing accurate analysis and actionable insight
- Use data to optimise content, posting and campaign performance
- Identify emerging social media trends and opportunities to improve effectiveness.

Job skills:

- 2 to 3+ years of experience in a digital marketing position in professional services
- Demonstrates technical knowledge and experience in a digital marketing or social media marketing role
- Skilled in using Photoshop, Illustrator, and Canva to produce social media graphics
- Experience managing multiple projects simultaneously with varying deadlines
- Proficient in digital marketing platforms such as Hootsuite, Monday.com, GA4 and SEMrush
- Experience with managing an employee engagement/advocacy platform (desirable)
- Excellent written and communication skills.

General:

- Demonstrates excellent communication and interpersonal skills (respectful, positive, articulate, professional and sympathetic)
- A dynamic and focussed individual who makes things happen
- A respectful, reliable and supportive team player
- Professional in attitude and able to work under pressure
- Self-motivated with a high level of initiative and persistence
- Well organised, uses initiative, prioritises appropriately, manages own workload and meets deadlines
- Delivers helpful internal and external client services with a "can do" approach, shows commercial awareness and represents the department and firm appropriately
- Shares information and ideas
- Reflects the firm's culture.