

Job Description: Social Media Co-ordinator (MC549)



Department: CMT

Job role overview: We're seeking a creative, results-driven professional to plan and execute Triumph's global social media presence (Over 5 million followers across key platforms), coordinate content across teams, and ensure social campaigns align with the wider PR, web and CRM initiatives. You'll leverage existing assets, produce fresh content and nurture community engagement – ultimately driving brand awareness, engagement and commercial impact.

Report to: Digital Manager

Location: Hinckley, Leicestershire

Duties and Responsibilities:

Content Planning & Creation

- Develop monthly social calendars and campaign plans for @OfficialTriumph channels and share with the global marketing teams for localised content.
- Coordinate with internal teams (PR, Web, CRM, Creative) and repurpose existing assets for multi-channel use.

Social Media Management

- Oversee day to day postings, engage with the online communities, and maintain brand tone of voice.
- Track, analyse and optimise social KPIs (engagement, reach, followers).

Campaign Execution & Coordination

- Collaborate on global motorcycle launches, press rides, brand partnerships, and influencer activities.
- Ensure campaigns extend beyond social, working closely with the PR, web and CRM teams to optimise content across touchpoints.

Performance Reporting

- Produce regular social performance reports, drawing insights to improve strategy and ROI.
- Present findings and recommendations to stakeholders (Digital Manager, Marketing Director).

Stakeholder & Agency Management

- Work alongside agencies and manage budgets, Pos and schedules.
- Nurture relationships with key partners and influencers to drive awareness and engagement.

Required Skills & Experience:

- Proven track record managing social channels (Facebook, Instagram, YouTube, Tiktok).
- Ability to repurpose existing assets (video, photography, editorial) and generate new, compelling content that drives engagement.
- Strong writing and editorial skills with the ability to maintain a consistent tone of voice.
- Experience coordinating content across multiple teams or channels (web, CM, PR).
- Ability to analyse social data, compile reports, and make informed recommendations.
- Excellent project management and communication skills with a proactive attitude.

Person Specification: Social Media Co-ordinator (MC549)



	Essential	Desirable
Qualifications and Attainments	Maths and English GCSE grade C or above.	
Professional Experience and Skills	<p>Proficient in Microsoft Packages including Excel, Word and Outlook.</p> <p>Experience managing social channels (Facebook, Instagram, YouTube, Tiktok).</p> <p>Experience coordinating content across multiple teams or channels (web, CM, PR).</p>	Previous experience of working within an automotive /manufacturing environment.
Personality and Motivation	Self-motivated and resilient. Flexible and adaptable. Able to take instruction and work under pressure. Excellent communication skills, clear and concise written and verbal skills	
Appearance and Characteristics	Well presented.	
Circumstances	Able to be flexible on working hours.	