



McLellan Works, 274 Sauchiehall Street. G2 3EH

**TITLE:** Social Media Specialist

**JOB TYPE:** Full-Time Employee (with three months of probation)

## **ABOUT US**

Founded in 2012, Glasgow-based Anime Limited is a subsidiary of PLAION PICTURES and represents Japanese animation interests in the UK, France, and beyond. With a thoughtfully curated lineup of films, series, and soundtracks, Anime Limited has earned its title of Europe's favourite anime distributor. Whether through fan-centric cinema runs, beautifully packaged collector's editions, or sharing the best of anime music on vinyl, We offer bespoke experiences for all fans for titles such as *Attack on Titan*, *BELLE*, *Cowboy Bebop*, *JUJUTSU KAISEN*, *Neon Genesis Evangelion*, *One Piece Film: RED*, *Spy x Family CODE: White*, *Your Name*, and *Weathering with You*.

## **SUMMARY**

At Anime Limited we are a small team that takes on huge creative projects and challenges ourselves to bring the best content to fans across the world. As we expand our efforts into new markets, media, and territories, we are seeking to elevate our social media presence to be able to support high level business goals at the same time as delighting our existing customer base.

While candidates with experience are also encouraged to apply, the Social Media Specialist could be an ideal role for a candidate with no formal marketing education or experience, but extensive experience engaging with anime fans online, navigating fandom spaces and creating text, image and video content. Training will be provided for any specific software packages, marketing processes and corporate skills necessary, with support to continue your social media and/or marketing education over time.

The ideal candidate will be a creative and collaborative self-starter, regularly taking the initiative to pitch new ideas for content, campaigns, and promotions which will support the marketing team's strategy and timelines. Their familiar with online fandom communities will give them an innate understanding of how to design content that is bold without being provocative.

They will also be resilient: confident enough to pitch ideas, unfazed by rejection, and adaptable enough to rethink an idea until it can pass a Japanese approvals process. They will relish the challenge of developing content within brand guidelines, and bounce back quickly when an idea doesn't hit the mark first time.

Finally, the ideal candidate will be curious, about the wider business goals, how their work is contributing to it, and how they can improve that contribution through new methods, tools, and channels. They will be willing to monitor the performance of each

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social channel, analyse that performance and report or present on its impact on those wider goals.

This role will be based in our Glasgow office, with opportunities for hybrid working between our Glasgow office and home after probation is passed.

**MAIN SUPERVISOR:** Marketing Manager

**PRINCIPAL DUTIES WILL INCLUDE (BUT NOT LIMITED TO)**

- **Social media management** across all major platforms, including but not limited to:
  - **Management of channels including** Instagram, YouTube, Facebook, TikTok and Twitter for Anime Limited branded channels as well as associated social media pages.
  - **Campaign creation:** Contribute to wider marketing campaigns end-to-end for our verticals including home video, theatrical, music and digital releases from content ideation, planning and development to posting & measuring effectiveness of content.
  - Regular **data analysis** related to marketing efforts, including routine reporting, ad-hoc research on the efficacy of various initiatives.
- **Email marketing:** continuously increase our email list while optimizing and improving conversion rates and other key metrics.
- **Influencer marketing:** support the marketing team's influencer marketing strategy by identifying potential partnerships, recommending content types, and supporting collaborations.
- **Paid media:** Assist with paid media campaigns in regards to copy and assets.
- **General marketing support** in any area of marketing not covered above, including but not limited to in-person events, administrative duties, and IP management.

**MINIMUM ABILITY, SKILL AND KNOWLEDGE REQUIREMENTS**

**REQUIRED:**

- Ability to work legally in the United Kingdom.



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- Must be based in, or willing to relocate to, the Glasgow area.
- Ability to speak, read, and write effectively in English.
- Ability to communicate and interact professionally with staff internally as well as both suppliers and customers externally.
- Meaningful understanding and appreciation of anime, the anime community, Japanese culture, and related subcultures.
- Problem solving skills & initiative.
- Strong attention to detail.
- Ability to set, keep, and communicate deadlines with relevant stakeholders.
- Ability to perform basic manual labour (lifting of DVD boxes, operating trolleys and pallet lifters may be required).
- Understanding and basic proficiency (*or willingness to self-study to the appropriate level ahead of start date*) with the following software packages:
  - Adobe Creative Suite (Photoshop, Premiere etc)
  - Canva
  - Social media management software (i.e. Zoho)
  - Microsoft Office (Word, Excel, Powerpoint) or Google Suites
  - Mac OSX

**Useful:**

- Proficiency in either French and/or Japanese.
- Understanding and/or familiarity with Japanese business culture.
- Understanding and basic proficiency in the following tools:
  - Google Analytics
  - Google Ads Manager
  - Meta Business Manager
  - Meta Ads Manager
  - Shopify
- Proven project management skills.
- Ability to work effectively in a startup environment with an emphasis on teamwork.



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## **MINIMUM PREVIOUS EXPERIENCE, TRAINING, AND EDUCATION**

1-2 years of experience in a formal marketing, social media, copywriting, project management, or similar role; or equivalent demonstrable success. A bachelor's degree in marketing, advertising, or business from an accredited university is preferred but not required.

Demonstrated previous success in related areas to job description with quantifiable results.

Experience managing multiple demanding projects with different deadlines at the same time.

## **SALARY & BENEFITS**

Salary depending on experience, expected to be between a range of £23,500 & £27,500

8% pension contribution from Anime Ltd

45 days holiday time given, inclusive of public holidays.

## **SUPERVISORY RESPONSIBILITIES**

There are no supervisory responsibilities with this role.

## **WORKING ENVIRONMENT/MINIMUM PHYSICAL REQUIREMENTS**

Approximately 90% of time spent on the job involves use of a video display terminal; therefore, successful applicants must be able to sit for extended periods and to utilize standard ergonomics practices.

While the primary place of work is in an office environment, hybrid working arrangements are also available for consideration. In such cases, a new hire would be expected to have a space in their current residence where they can work comfortably without interruption, and that follows standard health and safety checks such as a DSE workstation check.

The employee will be expected to travel to the office as required. Employees MUST be able to travel both domestically and internationally as needed. Employees will be given sufficient notice of travel in advance to plan ahead, should travel be required.

As part of a multi-media entertainment company with a focus on Japanese animation, employees may be subjected to work-related images including content such as: nudity, sexually explicit images, and graphic violence. Employees should be willing to work with this type of content.

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Employees will be subject to private information on a day-to-day basis that should be treated strictly confidentially. As a result, the successful applicant will be required to sign a non-disclosure agreement on acceptance of the job.

Anime Limited is an inclusive employer and welcomes applications from people of colour, transgender people, those with caring responsibilities, disabilities, and other circumstances requiring flexibility and support in their working lives.

## APPLYING

Please send your CVs to [jobs@alltheanime.com](mailto:jobs@alltheanime.com) including both your CV and a covering letter ideally highlighting examples of work with social media in the past. We'll let you know whether you've made the grade by Tuesday, September 24th. No agencies please.

Application process will be as follows:

1. Submit your CV and Covering Letter and if available examples of successful work on social media before in either a personal, society or business capacity, please note applications sent without a covering letter or comparable introduction method will not be considered. ***This must be done no later than Tuesday 24th September, 2024.***
2. If you pass the first phase of selection, we will conduct a short 20-25 minute interview in English with our Marketing Managers for the FR and the UK.
3. From there, the final candidates will have a panel interview with relevant team members in the team to get a better understanding of them.
4. Successful applicant will be notified by latest of Monday, October 21st, unsuccessful applicants will be informed by Monday, October 21st latest.

## DOWNLOADABLE JOB SPEC

Please see below for a downloadable PDF version of the text above.