

JOB DESCRIPTION

Job Title:	Social Media and Content Executive
Reporting to:	Digital and Social Media Manager
Team:	Communications
Contract:	Permanent

About London Chamber of Commerce and Industry

The London Chamber of Commerce and Industry (LCCI) is the capital's premier business network, serving as a vital hub for London's dynamic commercial community. We empower businesses to grow through advocacy, networking, expert services, and global outreach,

LCCI champions London as the best city in the world for business, trade and investment. We advocate for sustainable growth, connect our members to new opportunities, and support policies that benefit London's economy locally and globally.

Purpose of the Role

LCCI is looking for a dynamic social media and content executive who will work within our fast-paced and dynamic Communications team to create compelling content across multiple channels with the ultimate objective of increasing member and stakeholder engagement and driving membership growth. Reporting to the Digital and Social Media Manager, this position is responsible for the creation, delivery and use of content through social media channels: LinkedIn, Facebook, X and Instagram, the LCCI website, the LCCI magazine, newsletters as well as printed and digital marketing collateral.

This is a full-time role, with hybrid working, within the Communications team. The candidate will be required to work effectively with stakeholders right across LCCI to deliver engaging, relevant, and high-quality content as required across multiple communications channels.

As social media and content executive, you will:

- Coordinate with stakeholders across LCCI to develop and deliver the content plan for the organisation. This includes: membership, events, awards, partnerships, business groups, policy and international trade.
- Support the Digital and Social Media Manager manage LCCI's social media accounts: LinkedIn, X, Facebook and Instagram. Create content, monitor and analyse performance and engage with users across multiple platforms to drive revenue, manage LCCI's online reputation and monitor customer sentiment.
- Develop and implement strategic email marketing campaigns to reach and connect with the target audience. This involves managing marketing lists, crafting compelling content and designing visually appealing email templates.
- Create clear, engaging and persuasive messaging for landing pages on the website
- Research and produce impactful and compelling content about industry related topics, industry resources, articles, testimonials and case-studies relevant to members
- Work closely with the Digital Marketing Executive to develop content performance reports, analyse audience engagement across the LCCI Community, and identify opportunities to optimise content effectiveness and improve overall performance.
- Work with the communications team and third parties to create new video content as required.
- Use Search Engine Optimisation (SEO) and keyword research to optimise content and refine the content plan.

- Conduct content audits to identify gaps and redundancies in the site content to ensure the content meets the needs of the organisation and builds community and visitor engagement.
- Actively work with key stakeholders to identify and create new content
- Undertake other duties as required by the Digital and Social Media Manager

General responsibilities

- Play an active part in team meetings, staff meetings and other internal communications.
- Keep up to date with all LCCI activities, services, and initiatives
- Present an efficient, professional and positive image of the LCCI
- Occasional out-of-office attendance at LCCI events may be required to capture photos, short videos and content to produce post-event write-ups
- Observe the Chamber's quality standards and follow LCCI policies and procedures accurately.

Person Specification

Essential

Prior knowledge:

- Candidates must have prior experience in a communications/marketing role
- Graduate or equivalent, in any discipline
- Skilled communicator - excellent standard of written and spoken English
- A strong and effective moderator
- Strong customer orientation focused on the use of digital technologies to benefit the user experience and increase community engagement

Experience:

- Successful content writing across multiple channels
- Excellent writing skills with ability to produce copy to varied tones of voice and to target specific goals and objectives.
- Multiple channels to market including email, social media, and website
- Experience with website content management system, CRM, email marketing platforms and social media management tools
- Experience with pay-per-click marketing, Google Analytics and Search Engine Optimisation

Skills and abilities:

- Hands-on approach
- Collaborates with colleagues and partners and acknowledge different ideas, perspectives, and backgrounds of others
- Highly organised and able to manage a varied workload of conflicting priorities
- Strong oral and written communication skills effective at all levels
- Commercial awareness
- Good accuracy and attention to detail

Mindset for success:

- Energy and spark
- Confidence to take calculated risks
- Calm under pressure and comfortable with uncertainty and accepting of change
- Flexible and adaptable
- Solution and delivery focused

May 2026