

Role Title: Digital Content and Social Media Specialist

Team: Client Services / Delivery

Reporting to: Digital Projects Manager

Salary: from £28,500 per annum DOE

Location: Blyth Workspace, Commissioners Quay, Quay Road, Blyth, NE24 3AF

Working hours and contract: Full time or part time and permanent position (optional flexible hours)

Availability: Immediate.

Please send your CV, portfolio link and covering letter highlighting why you want to work at Horizon Works to hello@horizon-works.com by Wednesday 17th June 2026

Background to company

Horizon Works is based on one of the UK's leading renewable energy hubs - Blyth!

The company supports innovators in complex industries with cutting edge marketing that allows their products and services to be recognised and adopted globally. It works with a range of innovation and technology led businesses that are creating solutions of worldwide importance.

It works with regional, national and international clients in sectors including manufacturing, engineering, life sciences, technology, offshore wind and renewables, automotive and defence.

Horizon Works offers a wide range of integrated marketing services including strategy, PR, design, digital, website development, SEO and animation, and supports regional, national and global organisations. For more information, visit www.horizon-works.com

Role Purpose

The Digital Content and Social Media Specialist is responsible for developing and delivering engaging, high-quality content across digital platforms that connects with professional audiences.

The role plays a key part in building brand authority, generating leads and supporting sales by creating content aligned to clients' marketing strategies, campaigns and commercial objectives.

What this role is accountable for:

- Develop and produce platform-specific content, including video, graphics, posts and articles tailored to technical B2B audiences.
- Plan and manage social media content calendars aligned with campaigns, product launches and wider marketing activity.
- Ensure all content reflects client brand guidelines, tone of voice and messaging.
- Identify industry trends and competitor activity to support thought leadership and positioning.
- Collaborate with marketing, PR, sales and design teams to maximise content effectiveness.
- Manage social media channels, including posting content and engaging with audiences.
- Monitor social media trends, tools and best practice to continually improve content.
- Track performance, analyse engagement data and refine content strategies accordingly.
- Take ownership of ongoing personal and professional development.

Accountability is focused on the clarity, quality, impact and consistency of digital content, rather than volume of output or task completion alone.

Values and expected behaviours

The Digital Content and Social Media Specialist demonstrates Horizon Works' values through their approach to work:

- **Passion** – Shows enthusiasm for digital content, social media and storytelling, with a strong interest in how content engages professional audiences.
- **Ownership** – Takes responsibility for the accuracy, quality and performance of digital content, ensuring it delivers impact across platforms.

- **Collaboration** – Works openly with colleagues to develop content ideas, strengthen outputs and ensure alignment across campaigns and channels.
- **Positivity** – Brings a proactive, solutions-focused attitude to feedback, performance insights and continuous improvement.
- **Inspiration** – Is curious about clients’ innovations and motivated to translate them into engaging, creative digital content that resonates with target audiences.

Key relationships

Internal:

- Managing Director
- Client Services Director.
- Client services/delivery team.
- Business development and marketing manager.

External:

- Clients.
- Industry partners and contacts.
- External agencies

Performance Framework

Client and content impact

- Clients trust Horizon Works to deliver digital content that is engaging, relevant and aligned to their brand and objectives.
- Content performs effectively across social platforms, supporting brand visibility, engagement and lead generation.
- Complex ideas are translated into clear, accessible and impactful digital content tailored to platform and audience.
- Content contributes to client satisfaction, retention and the perceived value of Horizon Works’ work.

Quality and digital craft excellence

- Content is delivered to a consistently high standard across all digital formats (video, graphics, copy and social posts).
- Output demonstrates strong storytelling, clarity, accuracy and attention to detail.
- Brand tone of voice, messaging and visual identity are applied consistently across channels.
- Platform best practice (e.g. LinkedIn, video, short-form content) is understood and applied effectively.
- Feedback and performance insights are used to continuously improve content quality and effectiveness.

Collaboration and ways of working

- Works constructively with client partners, creative, digital and strategy teams to deliver integrated campaigns.
- Contributes positively to briefs, content planning, ideation and problem-solving discussions.
- Manages workload effectively, meeting deadlines for planned and reactive content.
- Communicates clearly, professionally and proactively with colleagues and stakeholders.

Contribution and growth

- Contributes ideas, insight and learning that strengthen digital content and social performance across the team.
- Supports the development of Horizon Works' own social media, campaigns and thought leadership.
- Stays informed on social media trends, platform updates and B2B best practice, sharing insight internally.
- Builds capability and confidence as a trusted digital content specialist within the team.

Decision making

- Takes ownership of content quality, accuracy and channel suitability within agreed briefs.
- Makes informed decisions on format, tone, messaging and platform approach based on audience and objectives.
- Uses data and insight to guide content decisions and optimise performance.
- Escalates risks, performance issues or delivery challenges appropriately and in a timely manner.

Role requirements (High Level)

Education and formal qualifications

- Minimum of 3 years' experience in a similar role.
- A Levels, HND, degree (BA Hons) or equivalent qualification.
- Desirable – experience of producing a diverse range of digital content for technical B2B companies.

Experience and knowledge

- Proven experience creating high-quality B2B social media and digital content, ideally within a marketing or agency environment.
- Strong understanding of social media in a B2B context, including audience engagement, lead generation and content performance.
- Demonstrated ability to create engaging, platform-specific content (e.g. LinkedIn posts, short-form video, graphics) aligned to brand and campaign objectives.
- Experience producing and adapting content across digital formats, including video, social posts and written copy.
- Good working knowledge of key social platforms (particularly LinkedIn) and content creation and scheduling tools.
- Ability to interpret social media metrics and performance data, using insight to optimise content and improve results.
- Strong creative and storytelling skills, with the ability to communicate ideas effectively in a digital-first environment.

Progression Indicators

A Digital Content and Social Media Specialist is ready to progress when they:

- Confidently create content across multiple digital platforms, adapting style, format and messaging to suit channel and audience.
- Require minimal oversight to plan, produce and deliver high-quality, client-ready social and digital content.
- Contribute to content strategy, including campaign ideas, channel approaches and content direction.
- Use insight, analytics and platform knowledge to improve performance and influence best practice across projects.
- Build trusted relationships with clients and internal teams as a go-to specialist for digital content and social media.

Development and review focus (annual / ongoing)

- Quality, creativity and performance of digital and social content delivered.
- Effectiveness of content across platforms, including engagement, reach and impact.
- Understanding and application of platform best practice and trends.
- Collaboration with client, creative and digital teams to deliver integrated campaigns.
- Responsiveness to feedback, performance data and continuous improvement.
- Living Horizon Works' values in day-to-day work.

Scope and flexibility

This role profile supports performance management, capability development and progression planning. As Horizon Works grows, the Digital Content and Social Media role may evolve with increasing responsibility for the leadership of content streams, while remaining grounded in our purpose of championing innovators and driving global impact.

General

The content of this job description is not exhaustive and there will be an expectation of flexibility in undertaking responsibilities in keeping with the needs of the business and in accordance with the overall business strategy.

Additional information

- Holidays – 22 days holiday per year in addition to the 8 public holidays. The holiday year runs from 1 January to 31 December.
- Additional holiday - an additional day is accrued for every two years in the business.
- Birthday off work – birthday off work (outside of holiday entitlement)
- Flexible working hours – although your contract states 9-5.30pm with 1 hour for lunch, we operate a more flexible schedule depending on individual needs (discussed and agreed on an individual basis).
- Pension – you have the option to opt in or out once your probationary period has been successfully completed. The company contributes 3%.
- Personal development plan – after your probation, a plan is created with objectives for the year which includes training and development requirements.

Culture is important at Horizon Works which is why we organise a range of other activities and initiatives:

- Good Vibes Programme – monthly schedule of ‘at work’ events and activities, including community and charitable. We understand that it’s difficult for everyone to commit to time outside of work.
- Celebrate occasions (Halloween dress up and themed buffet, Christmas jumper day, games, secret Santa and buffet, etc.)
- Wellbeing day – a day off to recharge your batteries and come back to work with a clear mindset.
- Volunteer day – a day off to do something that will impact people, the environment or community.
- Yearly summer afternoon garden party – social event for the team in working hours 11.30am – 5.30pm.

- Festive afternoon lunch – social event in working hours 12-6pm for the team.
- Yearly strategy day – a day for the team to contribute to the company’s strategy and future. This is mixed with a team building activity.