

S a l a c i a

O F G R E A T B R I T A I N

Senior Social Media & Content Manager

Location: Kent based, on-site

Salary: Competitive, dependent on experience

Reporting to: Managing Director

Salary band: DOE

About Salacia

Salacia is a premium bathroom and interiors business based in Kent, working across retail, contracts and trade.

We've grown quickly by doing things properly, and we're now bringing social media and content fully in-house as part of our next phase of growth.

The Role

We're excited to be bringing social media and content fully in-house and are looking for a Senior Social Media & Content Manager to play a key role in Salacia's next phase of growth.

You'll take ownership of our day-to-day social channels and content creation, while also supporting light paid and search activity as part of a joined-up growth strategy designed to drive awareness, credibility and qualified enquiries.

Beyond managing social, you'll lead the creation and intelligent reuse of content that builds Salacia's authority across both retail and specification audiences. Your content will educate and inspire, showcase Salacia's subject-matter expertise, and support lead generation by giving potential clients confidence in our capability, process and quality.

Content is central to how we grow. Your work will contribute directly to long-term brand credibility and to generating high-quality retail and B2B enquiries, not just short-term engagement.

Content capture & creation

- Capture real projects, showroom moments and behind-the-scenes content
- Attend and support Salacia events, showroom activations and industry events, capturing content before,
 - during and after activity
- Create original content that positions Salacia as an expert in:
 - Bathroom design and planning
 - Specification, compliance and durability
 - Materials, finishes and functional performance
 - Accessibility, longevity and future-proofing

Formats & execution

- Produce and edit content in multiple formats, including:
 - Short and long-form written content (captions, articles, explainers)
 - Visual content (imagery, carousels, diagrams, annotated visuals)
 - Video (short-form, walkthroughs, explainers, informal expert-led clips)
 - Educational assets (guides, checklists, FAQs, slides)
- Translate complex or technical topics into clear, accessible content to drive leads for:
 - Retail homeowners
 - Architects, designers, developers and contractors

Channels, reuse & offline support

- Schedule and manage content across Meta, TikTok, Pinterest and selected B2B platforms (TBC)
- Repurpose content for use across:
 - Sales collateral and credentials decks
 - Proposal and tender responses
 - Showroom materials and in-person conversations
 - Printed and digital offline materials that support sales and events
- Support content needs for Salacia-led events, showroom moments, industry events or partnerships, before, during and after activity

Paid activity & collaboration

- Support and manage light paid social activity
- Agree budgets and KPIs with Salacia's paid advertising partner
- Understand how social and search activity connects to website traffic and enquiries
- Work closely with the founder, showroom team and designers

Audience Focus

- You will plan and deliver content that serves multiple audiences, including:
 - Retail (B2C): inspiration, education, reassurance and confidence
 - B2B (Projects & Specification): competence, credibility, process clarity and trust

Events Management and Coordination

- Plan events throughout the year including product launches, networking and team events
- Work closely with suppliers to collaborate on joint events
- On hand to coordinate the events at the time
- Have a clear understanding of budgets

How Success Will Be Measured

This role will contribute to the following outcomes:

- Quality and consistency of expert-led content
- Evidence of content reuse across sales, website, proposals and offline materials
- Feedback from internal teams (sales and projects) on usefulness
- Leveraging reporting to understand what content is working and where to focus effort for maximum impact
- Growth in qualified B2B and retail enquiries (not just reach or engagement)
- Good understanding of budgets and aware of expenditure

About you

- Experience running social and creating content for a brand or lifestyle business
- Confident filming and editing short-form video
- A strong visual eye and care for quality
- Comfortable using analytics and dashboard
- Comfortable running events internally and externally
- Working knowledge of Google Ads and paid social
- Enjoy being part of a business, not working in isolation
- Experience in interiors, design or lifestyle brands is a bonus, not essential

Benefits

- Flexible working hours within agreed days
- Employer pension contribution
- Annual leave that increases with service (plus bank holidays)
- Christmas closure
- Company events and quarterly socials
- Office dog 
- Friday drinks 
- On-site parking
- A genuinely supportive team and a grown-up working environment
- How to apply
- CV and links to social accounts or portfolio
- Short 5 min video intro and simple reel task at first stage
- Face-to-face interview second stage