

Social Media Executive | Job Description | September 2025

What we do

AML Analytics creates cutting-edge RegTech and SupTech testing, validation and risk analytics solutions for financial institutions, insurers, money exchanges, crypto businesses, law firms, gambling companies, TCSPs and other DNFBPs all around the world to help them meet regulatory requirements, minimise exposure to financial crime risk and ensure robust anti-money laundering (AML) and counter-financing of terrorism (CFT) controls are in place.

Our authority and expertise are also relied upon by regulators, central banks and governments making the work of AML Analytics unique as we are trusted by both regulators and the regulated. Rapid growth and high demand for our unique solutions mean that we have customers all over the globe.

Team members work hard, take ownership and strive for accuracy and excellence in all that they do.

Who we are

- Trustworthy. We are relied upon: dependable, respected, honest.
- Pioneering. We are trailblazers: edgy, ground-breaking, innovative.
- Confident. We are leaders: assured, influential, experts.

Role

We're looking for a creative and motivated Social Media Executive to join our marketing team and deliver standout content across all our brands.

This role is ideal for someone with **2+ years' experience** who is eager to grow quickly into a manager-level role within a fast-paced, global technology business.

You'll help shape our social presence, bringing fresh ideas and creativity to amplify AML Analytics' thought leadership, customer success stories and global reach.

You will play a pivotal role in the positioning of AML Analytics as an edgy, cutting-edge global tech leader. Working closely with the wider team, you'll ensure our content is compelling, consistent and aligned with our brand values.

Responsibilities

Reporting to the Head of Marketing, Communications and Design, you will:

- Plan, create and schedule engaging content for our brands across multiple social media platforms in line with business objectives, brand guidelines and deadlines.
- Track, analyse and report on social media metrics, making recommendations for growth.
- Deliver monthly reports to senior management and keep the team informed of new social trends and platform updates.
- Collaborate with the design team and subject matter experts to produce multimedia content (graphics, short videos, animations).
- Monitor and manage community engagement by responding to comments, DMs and industry conversations.
- Develop channel strategies that grow engagement, followers and impressions, creating a clear model for success.
- Work with the team lead to build and monitor paid ad campaigns across platforms.
- Create and maintain social media guidelines for employees to ensure personal use aligns with brand values and reputation.

Essential skills / experience

- 2+ years' experience in social media and content creation.
- Agency background essential.
- Complex B2B / tech sector experience desirable.
- Proven experience of growing LinkedIn accounts.
- Strong video editing skills.
- Excellent copywriting skills for captions and hooks with a flair for storytelling.
- Highly organised with the ability to manage multiple content calendars.
- Good knowledge of TikTok, YouTube, Facebook and Instagram.
- Creative mindset with an eye for design and visual detail, including grid layouts.
- Experience running paid ads on Meta and LinkedIn
- Degree in marketing, media or a related field (or equivalent work experience).

Our tech stack

- Editing tools: Adobe Express, CapCut, Adobe Creative Suite (nice to have)
- Scheduling and publishing: Buffer, native schedulers (Meta Business Suite, TikTok, LinkedIn, X)
- Collaboration and planning: Notion

About you

You're enthusiastic, proactive and eager to learn, with a genuine passion for social media. Curious about how brands connect with audiences, you're always keen to bring fresh ideas to the table.

You thrive in a collaborative environment, enjoy working across teams and are happy to get involved in both the creative and practical aspects of social media delivery.

You think both creatively and strategically, with an eye for detail and a talent for storytelling. Most of all, you want to grow your career in a supportive, ambitious and forward-thinking business.

Location

A hybrid role with 4 days on site at Norman Court, West Tytherley, Salisbury, SP5 1NH

Salary

£competitive per annum plus a highly attractive benefits package, including:

- Lunch cooked onsite by our company chef
- Access to our gym, weekly fitness classes and workplace massages
- A super-smart coffee machine
- 25 days of annual leave plus Bank Holidays
- A beautiful country house location.