

JOB DESCRIPTION

Social Media Lead



Location: Remote

Company: SIFT Creative

Reports to: Head of Social and or Managing Director

Direct reports: Social Media Manager(s)

About Us:

Sift is a creative powerhouse sitting proudly at the heart of the tennis ecosystem, connecting fragmented stakeholders through an integrated creative, production, and always-on social engine that helps teams move faster and elevate the game across the calendar. Our clients include athletes, tours, events, broadcasters, organizations, and brands.

Operating a fully remote business, we have captured content in over 100 cities around the world and evolved quickly to offer end-to-end services to our clients: from strategy and creative through to post production and social media management.

In addition, Sift also creates its own IP around tennis culture, most recently launching the [Nothing Major podcast](#) which is already one of the most downloaded tennis podcasts globally.

Job Overview:

We're looking for a confident and creatively driven **Social Media Lead** to take the reins on major social campaigns and key client relationships (a mix of brands, athletes and tournaments). This is a pivotal role in the team, bridging the gap between senior leadership and hands-on delivery.

As the Social Lead, you'll lead strategy, creative and execution with the support of a small but growing junior social. You'll guide the strategic and creative work of the team, ensure best-in-class creative output and act as a go-to trusted social expert to clients. You should be comfortable pitching ideas, overseeing content calendar creation and have a deep understanding of how to interpret data into actionable insights for clients.

Key Responsibilities:

Strategy & Creative Direction

- Lead the planning and execution of social media strategies and campaigns across key clients including athletes, tournaments and brands
- Translate client objectives into actionable content plans and platform-first ideas

JOB DESCRIPTION

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- Guide creative ideation and ensure campaign work aligns with brand voice, KPIs, and audience behaviour

Client Management

- Act as day-to-day lead for key clients and be a trusted advisor to them
- Present strategy, campaign concepts, and performance reports with clarity and confidence
- Proactively identify opportunities to add value and grow client relationships

Internal Operations

- Own the operational health of our retained social accounts, guiding and supporting the team to ensure projects run on time, within scope, and to agreed budgets
- Support contract adherence by ensuring teams work to signed scopes, deliverables, timelines, and approval processes
- Partner with producers and senior leadership to forecast workload, manage capacity, and maintain efficient utilisation across the team
- Contribute to the development and refinement of internal processes, workflows, and documentation that improve agency efficiency and consistency

Team Management & Mentorship

- Line manage Social Media Managers/Executives, providing feedback and guidance with prioritisation, workload balancing and solving client problems
- Contribute to team learning, onboarding, and internal process development
- Work closely with the Head of Social to drive the wider social direction at SIFT

Campaign & Content Oversight

- Oversee briefs to designers, editors and content creators, ensuring alignment with strategy and social-first outputs
- Manage timelines, approvals and delivery in partnership with producers to ensure work is delivered to clients on time and to brief
- Review content and copy to ensure creative excellence and brand standards

Performance & Optimisation

- Monitor campaign performance and translate insights into clear client recommendations
- Collaborate with Social Media Managers and Executives to build in-depth social reports and interpret data to generate actionable insights and optimise content
- Lead post-campaign reviews and performance storytelling for key clients

Required Skills and Experience:

JOB DESCRIPTION

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- 5–8 years of experience in social media, ideally within an agency or sport environment
- Proven track record in leading social campaigns from concept to execution
- Experience managing clients and internal teams simultaneously
- Strong understanding of agency operations including time management, margin awareness, scopes of work, and contract adherence
- Deep platform knowledge across Instagram, TikTok, X, Facebook, YouTube, and LinkedIn, as well as emerging platforms; with a deep understanding of how to create platform-first, highly engaging content
- Exceptional writing, briefing, and presentation skills
- Experience managing paid social budgets and interpreting performance data
- Comfortable working with cross-function teams in a creative environment with multiple deadlines

Ideal But Not Required:

- Interest in or knowledge of the tennis world is a plus
- Experience in paid media
- Experience in influencer marketing

Is excited by:

- Working in sport (and especially one with phenomenal potential) including athletes, brands and organizations
- Making your mark at a growing creative company by shaping how we do social
- Working remotely and flexibly - aware of the challenges but a firm believer in the advantages
- Working in a truly global team with teammates across timezones