

SOCIAL ACTIVATION SPECIALIST

**Could you turn a router cutter into a viral video?
Could you make job-site advice stop the scroll?
Inspire the next generation of tradespeople
and makers with a single post?**

Trend Tool Technology is looking for a creative, commercially minded **Social Activation Specialist** to join our growing Marketing team.

If you're passionate about social media, love creating content and instinctively know what makes people stop scrolling, we'd love to hear from you. We're looking for someone who combines creativity with organisation and enjoys using data to continually improve performance.

If you've got an interest in woodworking, carpentry, tools or the trade it's an advantage, but not essential.

As part of our Social First approach, you'll work closely with the **Content Creator Manager** to plan, activate and amplify the Trend brand across Instagram, TikTok, Facebook, YouTube and LinkedIn, creating engaging content for customers, retailers, creators and the wider woodworking community.

You'll play a key role in activating product launches, campaigns and influencer partnerships, helping deliver content that drives engagement, builds brand awareness and supports commercial objectives.

Based at our Watford HQ, you'll have opportunities to attend trade shows, filming locations and industry events, creating content wherever the story takes you.

WHAT YOU'LL BE DOING

- Create, schedule and publish content across **Instagram, TikTok, Facebook, YouTube and LinkedIn.**
- Film and edit engaging social-first content for our products, customers and creators.
- Write compelling copy for product launches, campaigns and educational content.
- Activate social campaigns across multiple platforms, ensuring content reaches the right audience at the right time.
- Capture behind-the-scenes content at trade shows, workshops and product demonstrations.
- Monitor our social channels and engage with our community.
- Spot trends and turn them into relevant, scroll-stopping content.
- Manage day-to-day relationships with influencers, creators and brand ambassadors.
- Coordinate influencer campaigns from planning through to delivery, ensuring content is delivered on time and aligned with campaign objectives.
- Monitor influencer budgets and campaign spend, ensuring activity delivers value and remains within budget.
- Track, analyse and report on influencer performance using engagement, reach, traffic and conversion data to optimise future campaigns.
- Assist with paid social campaigns and lead generation activity.
- Monitor social performance and provide regular reporting with actionable insights.
- Work closely with colleagues across the business to ensure social activity supports wider marketing and commercial objectives.



WHAT WE'RE LOOKING FOR

- A genuine passion for social media, digital marketing and content creation.
- A strong understanding of Instagram, TikTok, Facebook, YouTube and LinkedIn.
- Experience creating engaging content across multiple platforms.
- Strong copywriting and communication skills.
- A creative mindset with an eye for storytelling.
- Confidence filming and editing content using a smartphone and software such as **CapCut, Premiere Pro** or similar.
- Experience working with influencers or creators, including campaign coordination or relationship management, would be advantageous.
- Comfortable interpreting social and influencer performance data to identify opportunities and improve future campaigns.
- Organised, proactive and confident managing multiple projects simultaneously.
- Comfortable working as part of a collaborative marketing team.

WHAT WE OFFER

- Competitive salary.
- Hybrid working (2 days per week at our Watford HQ).
- 25 days holiday plus bank holidays.
- Ongoing training and development.
- Opportunities to attend trade shows, workshops and industry events.
- A supportive team where you'll have the opportunity to develop your skills and grow your career.



SHOW US YOUR CREATIVITY

Along with your CV and covering letter, we'd love to see what you can create.

As part of our Social First approach, we'd like you to produce a piece of social content for a Trend product of your choice.

It could feature a Trend Saw Blade, T8 Router, AnyDoor Hinge Jig, or any other Trend product that inspires you.

Your submission could be one of the following:



*Short-form video
(30 seconds max)*



Static graphic



*Trending
social concept*



Meme

We want bold ideas, not perfect execution.
Show us content people can't scroll past.

Think scroll-stopping. Think engaging. Think shareable. Think activation.

HOW TO APPLY

Please send your: CV, Cover Letter & Creative Submission to
diane.allan@trend-uk.com

