



## **Social Media Manager - JD**

We are looking for a high performing, experienced social media professional with a proven track record to join Team Tally. The right candidate will contribute their energy, experience, and vision towards establishing and leading our social media presence. This is a key role within our marketing team, and is the perfect opportunity to join a fast growing team to drive the Tally community forward.

### **Now a little about us:**

Tally is an exciting fintech, transforming the way we all view money. At Tally we want to give customers a choice. We believe people should earn and use money that holds its value and remains in their control. This is fundamental to an individual's financial wellbeing and encourages savings and productivity in society.

Tally is a full reserve monetary system and payments platform that uses physical gold as asset-based money. Tally as a digital currency is available to save, send and spend seamlessly through the existing global banking touchpoints, just like people do with their national government-issued fiat currency. Customers receive an everyday banking account with an individual account number (IBAN), denominated in Tally, accessed via a smartphone banking app and debit card linked to their account.

Building on our early experience through proof-of-concept to build our commercially scalable platform and establishing business growth metrics, we have exciting plans for further expansion and creating a world class team. We are looking for positive people with integrity, intelligence and a strong work ethic. You will have an amazing opportunity to join our exciting, dynamic and fast-paced culture. We are looking for extraordinary people to help deliver our extraordinary vision.

At Tally we respect each other and are driven by the same core values:

- We are driven by shared inspiration, innovation and advantages that Tally delivers for the general public and their financial wellbeing.
- We share an urgency to deliver for our customers and achieve our ambitious plans.
- We love to collaborate, stretch and support each other, and laugh together.
- We harness the power of exceptional individuals to win as a team and deliver strong and sustainable high performance.

[www.tallymoney.com](http://www.tallymoney.com)

22 NW Works, 135 Salusbury Road, London NW6 6RJ TALLY LTD is incorporated in Guernsey with Registered No. 53026.

TallyMoney Ltd is incorporated in England and Wales with Registered No. 07089561 – VAT No. 123781127, and Electronic Money Directive Agent

(Financial Conduct Authority Reference No. 902059) under FCA-licensed E-Money Institution, PayrNet Limited (Reg. No. 900594)



- We set ambitious yet achievable Team Tally common goals and use OKRs to measure our progress. We never stop learning and celebrate our successes together.

Being part of Team Tally and sharing our values is important to us.

### **Role: Social Media Manager**

We are looking for a high-calibre individual to build up our social media presence and grow the broader Tally community. Naturally inquisitive and solutions-oriented, the right candidate will simply be relentless. The role comes with real scope to grow it into a leadership position as the social media team grows.

### **Responsibilities:**

- Develop and execute a social media strategy with a focus on growth to increase brand awareness and engagement, and engaging an online community
- Manage multiple social media accounts (e.g. Facebook, Instagram, Twitter, LinkedIn, TikTok) on a daily basis with a focus on community-building activities
- Create and publish original, high-quality content (eg text, images, videos) that aligns with brand voice and goals and drives engagement and growth
- Analyse and report on social media performance, using metrics to inform and adjust strategy as needed in order to engage and grow the community
- Monitor and respond to customer comments and messages in a timely and professional manner while identifying opportunities for growth through engagement, and fostering a positive and engaged community
- Collaborate with the broader marketing team to ensure a cohesive brand message across all channels.
- Stay up-to-date with social media trends and technologies, and evaluate new opportunities for the brand that can drive growth and enhance community building
- Plan and host community-building events and initiatives, such as social media contests, online discussions and customer (real life) events

Although growing rapidly, we remain a small company in which teams are required to contribute beyond their immediate roles for the wider business. The rate of change is fast and the role may require other work undertaken and sometimes at short notice.

### **What we look for in your professional skills:**

- Degree (or equivalent study) in marketing, communications, or related field with a focus on digital and social media

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- 2+ years of experience managing social media for a brand or agency with a track record of growth, and building and engaging online communities
- Strong written and verbal communication skills with a focus on growth-oriented and community-building messaging
- Ability to work independently and as part of a team to drive growth through collaboration
- Proficiency in social media management tools (eg Hootsuite, Sprout Social) and analytics with a focus on measuring and driving growth, and enhancing community engagement
- Knowledge of best practices for social media, including current algorithms and policies with a focus on growth hacking techniques
- Creativity and problem-solving skills, with the ability to think outside the box and drive growth through innovation and engagement
- Passion for and (preferably) experience in the fintech space. As a true disruptor, Tally is looking for someone who already has some knowledge of the fiat currency banking system and the need for change!

### **What you can expect from us**

- A competitive salary as well as the opportunity for equity in the company
- 25 days annual leave
- A mix of working from home and within a fun and vibrant office environment
- Regular team lunches and socials (currently quarterly)
- Opportunities for personal growth, professional development and further training
- An increasing list of staff benefits as the company scales
- Competitive workplace Pension Scheme

Here at Tally we passionately believe in what we're doing and the positive difference we can make to people's financial wellbeing and society in general. We encourage any potential applicants to sign up for a Tally account and experience the many benefits Tally offers so you can fully understand the essential role we are fulfilling alongside the current monetary system.

Tally is an Equal Opportunity Employer and does not discriminate on the basis of race, religion or belief, colour, sex or gender identity, sexual orientation, age, disability, national origin, marital status, or any other basis (covered by appropriate law).

If you're interested to find out more, please email a copy of your CV along with a cover letter outlining your suitability for this role to [work@tallymoney.com](mailto:work@tallymoney.com) and we'll be in touch!

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