

SOCIAL MEDIA AND CONTENT LEAD



Location: Wheelhouse Road, Rugeley, Staffordshire

Salary: Competitive, dependent on experience

Reports To: Leadership Team

Position: Full Time

Purpose of the Role

This is a role for a genuine motorcyclist who wants to help shape the voice and personality of one of Britain's leading independent motorcycle brands. This is not simply a content creation role. We are seeking someone who can plan, create, manage and deliver content across all social channels while helping to build and strengthen Merlin's presence within the motorcycle community internationally. The successful candidate will be comfortable both behind and in front of the camera, capable of producing engaging content independently and confident representing Merlin at events, launches, dealer visits and riding experiences. This role combines content creation, social media management, community engagement and brand storytelling.

Key Responsibilities

Content Creation

- Plan, shoot and edit engaging content for Instagram, Facebook, TikTok, YouTube and other digital channels.
- Produce a mixture of product, lifestyle, rider and behind-the-scenes content.
- Capture photography and video content at events, dealer visits, product launches and ride-outs.
- Work with internal teams to bring new products and campaigns to life.
- Develop content that reflects Merlin's premium positioning and British heritage.

Social Media Management

- Manage Merlin's social media channels on a daily basis.
- Create and maintain content calendars.
- Schedule and publish content across all platforms.
- Monitor performance and identify opportunities for growth and engagement.
- Respond to community interactions and help build stronger customer relationships.

Brand & Community Development

- Build relationships with ambassadors, riders, influencers and content partners.
- Identify opportunities for collaboration and brand exposure.
- Represent Merlin at motorcycle events, trade shows and dealer activities.
- Help develop and execute social campaigns aligned with wider marketing objectives.

Reporting & Performance

- Track channel performance and campaign results.
- Provide regular reporting and recommendations.

- Monitor competitor activity and emerging social trends.
- Use insights and data to improve content effectiveness.

About You

Essential

- Full UK motorcycle licence.
- Active rider with a genuine passion for motorcycling.
- Experience managing social media channels for a brand or business.
- Strong photography and videography skills.
- Competent using content editing software such as Adobe Creative Suite, Premiere Pro, CapCut or similar.
- Excellent written communication skills.
- Highly organised and able to manage multiple projects simultaneously.
- Comfortable appearing in content and engaging with customers and riders.

Desirable

- Experience within the motorcycle, automotive, cycling or outdoor sectors.
- Experience with paid social campaigns.
- Experience working with influencers and ambassadors.
- Knowledge of Shopify and social commerce.
- Basic graphic design skills.
- YouTube content creation experience.

Why Join Merlin

- Work with a passionate and growing motorcycle brand available to over 18 international markets
- Access to new products and riding equipment across apparel and helmets where there are over 150 products
- Attend major motorcycle events and industry launches from the UK, Italy and USA
- Opportunity to shape the future voice and personality of the brand.
- Become part of a close-knit team that lives and breathes motorcycling.

A Note For Applicants

We are specifically looking for someone who rides motorcycles and understands motorcycle culture. Whilst marketing experience is important, a genuine passion for riding and an ability to connect authentically with fellow riders is equally valuable. If you're the type of person who naturally creates content during rides, events and adventures, we'd love to hear from you.

Merlin Partnership Ltd

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