

Social Media Management Brief

Short-Term Contract — 1 to 2 Months | The GTC Group

Engagement Type: Short-term contract — 1 to 2 months

Working Arrangement: Remote

Start Date:

Platforms: LinkedIn, Instagram, Facebook, X (Twitter), YouTube

ABOUT THE GTC GROUP

The GTC Group is a specialist training, consulting, and energy organisation working with senior professionals, executives, and public sector leaders across multiple regions globally.

Tagline: Transforming Emerging Economies

We deliver high-level specialist programmes across faculties, including Intelligence & Security, Artificial Intelligence, Engineering, Healthcare, and Energy in locations across London, Dubai, Paris, Abuja, Houston, Miami, Singapore, and more.

WHAT WE ARE LOOKING FOR

We are looking for an experienced social media strategist or marketing agency who can do one thing above everything else — turn our social media presence into a lead generation engine.

We are not just looking for content creation. We are looking for someone who understands how to build a social media strategy that drives qualified leads, nurtures prospects, and converts followers into enquiries and course registrations.

If your portfolio shows content that looked great but did not convert, this is not the right fit. If your portfolio shows content that drove real business results, we want to talk.

THE CORE OBJECTIVE

Generate qualified leads from social media.

Every piece of content, every campaign, every post should be working towards this goal. Our audience are senior professionals and decision-makers — they are not easy to reach, but when you reach them with the right message at the right time, they convert.

WHAT THE ROLE INVOLVES

Strategy & Lead Generation

- Audit our current social media presence and identify lead generation opportunities
 - Develop a clear, results-focused content strategy with lead generation at its core
 - Recommend and implement the right mix of organic and paid tactics to drive qualified leads
 - Set up proper tracking — UTM links, conversion events, source attribution — so we know exactly where leads are coming from
 - Define KPIs and report on performance weekly
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Content Creation

- Create high-quality, on-brand content across all platforms
 - Content formats: AI avatar video scripts, static graphics, carousels, short-form video, and written captions
 - All content must be appropriate for a senior executive and public sector audience
 - Content must not just attract attention — it must drive action
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Scheduling & Posting

- Schedule and publish content across all platforms
 - Develop and manage our weekly content calendar:
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Engagement & Community

- Monitor and respond to comments, messages, and interactions professionally
 - Actively engage with target audience profiles to build visibility and trust
 - Flag any high-value leads or enquiries to our team immediately
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HANDOVER REQUIREMENTS

At the end of the contract, you will deliver:

- A full set of branded social media templates (editable in Canva or equivalent)
 - A content calendar template the team can use going forward
 - A social media playbook — tone of voice, posting guidelines, hashtag strategy, platform tips, and lead generation best practices
 - A lead generation framework — how to continue driving leads after handover
 - A brief handover session (video call) to walk our team through everything
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The goal is that when the contract ends, our internal team can continue generating leads independently.

OUR AUDIENCE

All content must speak to:

- Senior leaders and executives
 - Public sector managers and directors
 - C-suite professionals
 - Defence, security, energy, and healthcare sector leaders
 - International professionals across the UK, Africa, the Middle East, and Asia
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This is not a consumer brand. Our audience expects a high standard of professionalism and credibility at all times.

WHAT GOOD LOOKS LIKE FOR US

At the end of this contract, we want to be able to say:

- Our social media is generating qualified leads consistently every month
 - We know exactly which platform and which content type is driving those leads
 - Our internal team has the tools, templates, and knowledge to keep it going
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WHAT WE NEED FROM YOU

To be considered, please send us:

- Your proposal — how you would approach this contract, what your lead generation strategy would look like for GTC, and how you would structure the handover
 - Your portfolio — specific examples of social media work that drove leads and conversions, not just engagement. Show us the results, not just the content
 - Case studies — if you have worked with B2B, corporate, professional services, or training organisations, we want to see those specifically
 - Your fee — your proposed rate for the full contract period (monthly or total)
 - Your availability — when you can start and your capacity during the contract
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A NOTE ON FIT

We have worked with people who created beautiful content that generated no leads. We are not looking for that.

We want someone who is as focused on results as we are. Someone who understands that in B2B, every post is an opportunity to start a conversation that leads to a sale.

If that is how you think about social media, we want to hear from you.

The GTC Group

Transforming Emerging Economies
