

Decoding a job description



A typical job description

Social media assistant

We are a large social media agency, and we are looking for an enthusiastic social media assistant to join our growing team. If you love social media platforms such as TikTok, Instagram and Facebook, this could be the perfect opportunity for you to gain experience in developing effective social media strategies for our client base.



It's an 'assistant' position, so likely to be entry-level!

Key responsibilities

What does this mean?

01.

Source and curate imagery

Source and curate imagery

Sourcing images means finding or creating them, and curating means selecting images that are relevant to a specific topic and assembling them into a collection (e.g. an interesting Instagram story).

You could give examples of when you've created or curated content for a blog, newspaper, newsletter etc. are very relevant.

02.

Create, schedule and post social media and blog content, including occasional copywriting for our blog

Create, schedule and post content

This involves creating written or photo/video content and developing a plan as to what to publish when in order to best reach the target audience.

Prove that you understand the differences between social media platforms and what content works best for each. Also ensure your own social media profiles are set to private, or appropriate to be seen by an employer.

03.

Keep clear and concise records for each campaign and compile analytics. Based on these findings, create weekly and monthly reports

Keep clear records & compile analytics

The purpose is to identify what worked well and what didn't so that you can learn from it for the future and improve the effectiveness of campaigns.

Good to mention experience with analysing data and drawing conclusions from it, or examples of when you've kept a record over time (e.g. for budgeting).

04.

Manage monthly planning documents

Manage planning documents

This could involve keeping project plans up to date, requesting updates from team members, updating your manager about progress or alerting them when things aren't going to plan.

You could highlight experience that involved paying attention to detail or successfully juggling different projects or activities at once.

05.

Conduct research related to new media, social media strategies, top influencers, competitors and trends in the industry, and stay abreast of the social media landscape

Conduct research

Influencers are people who have influence over the target audience your company wants to reach, so it's important to know them - if they share or endorse your content, this could be great advertisement!

Provide examples of your experience with research, and what you do to find out about industry news. For an interview, be prepared to talk about a recent trend you've observed.

Key skills

What's a good example?

01.

Attention to detail, experience of organising own workload, and keeping to deadlines

Attention to detail & organisation experience

Mention examples of when you've managed several projects or activities at once and describe how you organised your workload. Ensure to spell check and proofread your application to prove attention to detail.

02.

Knowledge and understanding of social media channels such as Facebook, Instagram, Twitter, TikTok and Snapchat

Knowledge of social media channels

If you have large numbers of followers or have ever used social media to successfully promote something, those are great examples. Otherwise, you could, for example demonstrate your knowledge and interest by analysing one of your future employer's social media campaigns.

03.

Good communication skills – written, over the phone and in person

Communication skills

This also involves the ability to recognise varied audiences and communicate with them in an appropriate manner. Mention examples of when you've targeted a message to a specific audience, held presentations or written something for a wider audience, such as a newspaper article, blog or report.

04.

Interest in copywriting

Interest in copywriting

Copywriting means producing written content, often for the purpose of marketing. Mention experience of writing content or promoting something - e.g. a fundraising activity, or an event.

05.

Skilled with Microsoft Office Suite

Skilled with Microsoft Office Suite

This includes MS Excel, PowerPoint and Word. Consider what you'll be likely to use these for: Excel for tracking progress against plans or analysing data such as numbers of followers over time; Word for creating reports or to write content drafts; PowerPoint to present reports to your managers or others. Mention examples of these experiences and skills.