

Associate Social Media Marketing Assistant

About the company

The Community Revolution CIC is a social enterprise that provides communities with the opportunity to develop skills for employment in the digital industries.

Our main service users are sections of society under-presented in the workforce, these include:

- young people aged 16-24
- black ethnic minorities
- females
- migrant families

We consider the following to be our key digital industries of interest:

- web development/software delivery
- digital media production (video, audio, journalism, photography)
- digital marketing

Our goal is to support beneficiaries in gaining the entry-level skills required to begin a career in these highly paid industries.

Our social enterprise achieves these goals through a combination of; training programmes, a community digital magazine, and providing services to small businesses (business support, HR, digital services).

About the job

We are currently recruiting for a social media marketing assistant to work within the marketing team of the social enterprise, which offers digital services to local SME's, particularly those run by (or serving) the following groups:

1. Black ethnic minorities
2. Women
3. Young people (16-24 years old)
4. Migrant families
5. Groups suffering from digital exclusion

We are looking for an individual who is passionate about technology (the web in particular), hands-on and eager to learn. The role is likely to involve working on multiple exciting projects (including the enterprise's digital magazine) so the individual should be able to multi-task.

Full training will be given to the successful candidate.

Roles and responsibilities

The duties and responsibilities include but are not limited to:

- Strategy: determining goals, the social media channels to be used, and the type of content that will be shared.
- Planning and Publishing: draft plans of what their content will look like (i.e. will there be videos? Photos? How much script?) and decide when it will be put out on the platform.
- Listening and Engagement: monitoring what users, customers, and others are saying about the posts, brands, and any other business assets. This may require the adoption of a social media engagement tool.
- Analytics and Reporting: part of being on social media is knowing how far posts are going, so reports of engagement and reach are very important
- Advertising: purchasing ads on social media is a great way to promote and further develop a brand.
- Attending events and capturing footage to be published on social platforms

* National living/National Minimum wage (whichever the candidate)

Experience

Any prior experience in social media, marketing and/or business is desirable but not essential.

Skills and Competence

Essential:

- Creative thinking
- Good written and oral communications skills
- Awareness of general marketing activities/processes
- Strong attention to detail
- Good time keeping and the ability to meet deadlines
- Passionate to provide excellent service
- Motivated and eager to learn

Desirable:

- Basic graphic design skills
- Basic video editing skills
- Basic photo editing skills
- Market/customer research skills

How to apply

Send CV to the following email address:

mail+jobs@communityrevolution.co.uk

* National living/National Minimum wage (whichever the candidate)