

DIGITAL & SOCIAL MEDIA ASSISTANT



Role:	Digital & Social Media Assistant
Reports to:	Bread Directors (employer)
Salary:	£15,990 (pro rata)
Hours:	22.5 hours a week (3 days a week, 7.5 hours a day)
Contract:	12 months (3 month probation)
Location:	Bread Birmingham's office in Digbeth B9 4AA

Purpose of the role

The social and digital media assistant will play a vital role in the coordination and execution of day-to-day management of social media platforms.

The digital and social media assistant will be responsible for updating and creating content on social channels, websites and other platforms. You will also manage day-to-day interactions with followers on social media, clients and contacts via social media channels including Facebook, Twitter, Instagram, WhatsApp, emails etc.

This is an in-depth role and will require a high level of dedication, flexibility and some existing administrative, editorial and design skills.

You will be employed by and supported in this role by Bread's directors, to deliver activity across our portfolio of clients.

Bread

Bread is a communications agency situated in Birmingham. We offer a range of services and have over 40 years experience in the industry; including marketing strategy, social media management, brand strategy, graphic design, videography, photography. We are a small team who work on a variety of clients all over the UK.

The company has a 'can-do' attitude to work and loves getting stuck into a new challenge! A proactive, forward-thinking, imaginative and down to-earth team to work with.

Our current base of clients include music venues, pubs and bars, restaurants, educational institutes and various charities.

The Facts

You will be expected to deal with the following in this role:

Social Media Management | Content Creation | Copywriting & PR for Press and Blogs | Communications | Web Content Editing | Digital and Print Asset Creation | Enquiries | Digital Advertising | General Office Duties

Responsibilities

- Day-to-day management of social media platforms including some evenings and weekends. Writing, scheduling and checking social media across Facebook, Twitter and Instagram for a number of clients. This role will ensure the smooth running and daily maintenance of multiple channels.
- Daily content scheduling and community management across Instagram, Facebook, Twitter, YouTube, WhatsApp and more.
- Assist with the creation of engaging content including supporting with the planning and execution of editorial shoots, monitoring UGC and attending client events.
- Coordinate regular social media competitions, liaising with winners and ensuring the timely delivery of prizes.

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- Preparing newsletters and client files, carrying out internal and external communications.
- Creating and editing content including blog posts, photography, video editing, banners, and updating website pages using Wordpress, Squarespace and Wix.
- General administrative tasks such as answering enquiries, calendar management, drafting proposals.
- Conducting research and logging data to support marketing, from metrics and measurements to assembling listings, to sourcing suppliers.
- You may be required to carry out other duties within your capabilities and level of responsibility.
- Proactively contribute ideas to help develop the social media strategy and drive engagement.

Person specification

Essential skills

- Highly engaged user of social media platforms with a strong understanding of the nuances that motivate and drive each channel.
- An understanding of digital, including social media, email newsletters, websites, design.
- An eye for aesthetics, happy to ask questions, keen to learn and share knowledge and opinions.
- Personable manner - someone who can 'talk to anyone' and is able to negotiate - you should be considered the diplomat among your friends.
- Excellent written and verbal communication skills.
- Outstanding organizational skills, time management and a meticulous attention to detail.
- Able to prioritise effectively and to come up with creative solutions to difficult problems.
- Flexibility is key and you need to be adaptable and keen, while being patient in the face of a changing environment.
- A positive and proactive attitude to data protection with an ability to uphold the law and practices to ensure personal data is kept safe.

Desirable skills

- Website content production experience would be beneficial but is not required if you learn quickly.
- Design programme experience such as with Photoshop, InDesign, Mailchimp.
- Filmmaking or editing experience - for socials.

Bread will:

- Work with you to offer you a challenging, useful experience that helps develop the skills you are seeking, supporting with appropriate training and development opportunities.
- Provide support throughout your role and other opportunities outside of work, if you so wish, to gain further experience.
- Cover travel and other reasonable expenses incurred as part of your role outside of daily travel to the office. These must be agreed before expense requests are submitted.
- Offer you a collective of talented, exciting people with which to make friends and contacts, and the best references of your life.