



Digital Marketing and Social Media Assistant

Job Description
April 2021

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Digital Marketing and Social Media Assistant (Full Time)

Bread Birmingham is a 360° creative communications agency situated in Digbeth - www.breadbirmingham.co.uk

We bring experienced professionals together to create a unique approach to marketing, events and design.

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, TikTok, Snapchat, WhatsApp etc
- You will deliver this activity across our portfolio of clients.

The facts

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

Social Media Management | Content Creation | Copywriting | PR | Communications | Web Content Editing | Graphic Design | 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. reporting and ensuring the timely delivery of prizes.
- Preparing newsletters and client files, carrying out internal and external communications.
- Creating and editing content including blog posts, photography, social media templates via inDesign or Photoshop, video editing, banners, 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 supplies. Proactively contribute ideas to help develop the

Knowledge Skills

- One years experience working in a social media management role - this is essential, you must have experience of writing and scheduling social media
- Basic understanding of graphic design using Adobe suite, specifically Photoshop & inDesign .
- Knowledge of Wordpress, Wix and Sqaurespace.
- Understanding of different Tone Of Voice on social.
- Basic understanding of digital advertising and Facebook Business Suite.
- Previous experience of social media management tools - Creator Studio, Sprout, Hootsuite
- You may be required to carry out other duties within your capabilities and level of responsibility.
- 'Can-do' attitude - results driven

More about Bread

We want to be a sustainable and thriving company that successfully balances the needs of our clients, team members and shareholders. We believe that meaning and purpose at work is a good thing. We believe that individual accountability is a good thing but we can only succeed or fail as a team. We must all support each other and help get the job done

Our team is hardworking, professional and fun. We enjoy eating out, attending live music, exercising and championing the best out city has to offer.

Pay

This position reports to Mazzy Snape and Alex Powell, company directors. Your working day will be based around 7.5 hours and worked during flexi-time between 9am till 6pm,

Due to Covid-19 we are operating on a part-time remote basis, You must be able to work from the office in Birmingham when required.

Hours can be made flexible with advance warning. In return we will pay you a salary of £15,990

Key Dates

- **28th - 30th April - Virtual interviews**
- **5th May - In person interviews**
- **10th May - Start Date**