



Job Specification Pack

Social Media Marketing Assistant

September 2022

MARKETING WEB CREATIVE

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1 JOB SPECIFICATION

One2create is an award-winning, creative, marketing and web agency that works with a range of customers all over the world. We are a friendly team that work hard and are passionate about what we produce.

Job Title

Social Media Marketing Assistant

Purpose of the Job

We are looking for a Social Media Marketing Assistant to join our team. Having **excellent writing skills** is a must, as well as an **obsession with all things social. Attention to detail**, an over-arching view of all of your clients and a **desire to succeed** will set you apart from the rest.

The role is varied, providing a cross-section of services to a broad range of clients. All aspects of the role require a forward-thinking approach, taking into consideration the social media platform, the target audience, calls to action and desired outcome, offering return on investment for our clients.

As well as this, you will be trained to support the marketing team with ongoing and ad-hoc marketing projects.

Duties & Responsibilities

You will be given guidance in all aspects of our online and offline offerings, with the ability to adapt your approach depending on the output required, the desired result and target audience. Below are areas that you will have an opportunity to work on:

- Social media content creation (written and visual)
- Content scheduling (using various scheduling tools)
- Proofreading own and others' content
- Social media analysis of client and competitor offering
- Community management and customer service

You may also be asked to carry out tasks in or related to (with training):

- Google Analytics
- Social media reporting tools
- Client kick-off meetings
- Client communications
- Client management
- E-newsletter creation
- WordPress population (blogs)

Candidate

We are looking for someone that is hungry to inject themselves into the business with a passion for social media and marketing.

With a keen eye for detail, you should have originality and imagination, be adaptable to fast-moving trends and able to pick up new strategies where needed.

Keeping up to date with changes and how this affects our business and our clients' businesses is a must.

You must have an excellent grasp of the written word and are able to adapt your writing style in accordance with our various clients' tone of voice.

You should have good interpersonal and communication skills, good attention to detail and be able to follow instruction on client briefs whilst using your own initiative where needed. You must be well organised and stick to agreed deadlines.

Skills

Essential:

- Microsoft Office
- Understanding of Facebook, LinkedIn, Twitter, Instagram and TikTok

Although not essential (as training will be provided), experience in the following would be advantageous:

- Social media scheduling tools
- Google Analytics
- Email marketing programmes like Mailchimp
- WordPress
- Design programmes (E.g. Adobe Photoshop)
- Video programmes (E.g. Canva)

Reporting to

- Marketing Manager, part of the Marketing Team.

Working Hours

- Monday to Thursday 9:00 – 5:30
- Fridays 9:00 – 4:00pm

Location

- Our office location is The Roundel, St Clairs Farm, Wickham Road, Droxford, Hampshire. SO32 3PW but are operating a work from home policy. You may be required to attend in-person meetings at our offices or at client locations.

2 Why work for One2create

Our marketing department has an over-arching view of everything we do, meaning things don't just look awesome, they work for our clients' businesses.

We're all about the finer details too, making sure our clients get maximum return on investment (ROI). We advise, create and implement consistently, helping businesses reach their full potential.

Due to the nature of our business, every project is different. One minute you could be working on behalf of a new business start-up, the next with a global multi-million-pound corporation.

We are a small but perfectly formed team of experts within our field, but always looking to learn more. We work together to share knowledge and help each other out.

Benefits

- A competitive salary
- Twenty days holiday per year, plus Bank Holidays
- Holiday entitlement raises for long service
- Paid day off for your birthday
- Paid day off over Christmas
- Finish early Fridays
- Company pension
- Private healthcare
- Complimentary drinks and snacks (in the office)
- Ongoing training opportunities
- Future career progression