**JOB DESCRIPTION**

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| **Job title:** | **Digital Media Assistant** |
| **Reports to:** | **Digital Media Manager** |
| **Main job function:** | **Assist the Digital Media Manager in implementing the social media strategy** |
| **Location:** | **Pewsey, UK** |

Principal responsibilities:

* Assist the Digital Media Manager implement the social media strategy, as part of the wider Barnabas Fund marketing strategy.
* Manage supporter relations on our social media channels and platforms.
* Create, schedule and manage social media content.
* Assist in digital and live production on both the internal and external channels.
* Community manage on Facebook, Instagram, twitter, YouTube, WhatsApp, tiktok etc.
* Analyze social digital channels for development opportunities and growth.
* Coordinate and optimize social media content calendar.
* Ensure the brand of Barnabas Fund is adhered to across all networks.
* Provide regular activity reports, to evaluate the effectiveness of social media campaigns, and adjusting content accordingly.
* Keep up to date with latest social media trends, ideas, concepts, and continually seek to develop your own learning.
* Work alongside other departments, specifically our Design team in ensuring all social media graphics are created effectively and in a timely manner.
* Other duties as required.

November 2020

Requirements:

* Working knowledge of Adobe Creative Suite.
* Have a proven, demonstrable social media background.
* Relevant qualification in media or marketing.
* Very good communication skills.
* Ability to write clearly and concisely.
* Analytical and problem solving skills.
* Good time management skills.
* Great multi-tasking skills, and ability to prioritize work.
* Great attention to details.
* Able to work in a team well, and independently.
* Great organizational skills.
* Great proficiency in Microsoft Office and other around-the-office software.