

Job Description

Position: Social Media and Marketing

Reports To: Communications Team Manager

Salary: £21K - £22K per annum Pro Rata

Hours: 30 hours a week Tuesday – Friday, 9am – 5pm but may include some evenings and weekends

This is a busy and varied role that requires effective communication with both internal departments and external customers. You will be communicating about Children's Scrapstore to the wider world, promoting its messages through a variety of media, helping us reach new audiences. You will be responsible for the social media for the organisation which currently includes Facebook, Twitter and Instagram. You will also support keeping the website up to date. The role will involve design and creation of a wide range of content in line with our brand style. We will be looking for someone who can create infographics for use in reports as well as sharing on social media. You will also create instruction sheets and videos both for promoting our shop products, and also for use with funded projects. There will also be some networking, both on social media and directly with other relevant organisations to raise awareness of Children's Scrapstore.

The successful applicant will be appointed subject to successful DBS checks and references.

Key Duties

- Managing social media across the organisation, working with other team members, to increase customer engagement, website traffic and revenue.
- Design and create content for use on and offline in the form of social media posts, blogs, infographics, instruction sheets, images, and videos.
- Monitor and respond to customer messages, feedback, comments, and social media posts
- Engage with social media networking and marketing, getting involved with relevant organisations and groups
- Communicate with customers and supporters through email campaigns

- Collaborate with colleagues to make sure that each departments needs are met with regards to external communications
- Contribute to the development and upkeep of the website
- Advertise events and sessions in relevant locations to ensure they are well booked/attended
- Develop relationships and build partnerships with other relevant organisations with the intention of collaborative working
- Set up, maintain, and moderate Children's Scrapstore community groups on social media
- Keeping track of data and analysing the performance of social media, website, google business and email campaigns
- Taking and organising photographs of day to day life at Children's Scrapstore and also events at Children's Scrapstore and other locations. This may involve some evenings and weekends
- Collecting data from customers and partners
- Maintain the organisations public facing areas
- Produce monthly reports for the Communications Team Manager

General Duties

- Answer the phone in an appropriate manner
- Ensure required resources are in stock, including marketing materials
- Support the Communications Team Manager and other staff as required
- To be able to get yourself to sites all over Bristol, Glos, BANES and Somerset in a timely fashion. There may be travel further afield and possible overnight stays
- To attend and contribute to Childrens Scrapstore meetings, training and reviews when required

- To wear appropriate clothing and a willingness to wear the agreed uniform
- To ensure health and safety standards are met and maintained
- Keep a good and up to date knowledge of all of the organisations products and services
- Maintain systems to ensure the efficient management of information held in both computer and filing systems
- Ensure that Children's Scrapstore standards are met and that all policies and procedures are carried out
- Ensure premises are left safe and secure before leaving
- Provide cover for The Art Shop till as required