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If Printed, Uncontrolled

Role Profile: Social Media Consultant

- Plan content and delivery schedules, using tools like Hootsuite to manage multiple social media channels
- Develop and manage campaigns, features and competitions that promote the organisation's brand
- Facilitate the writing of engaging blog posts and articles, working with internal and external partners
- Liaise with internal stakeholders to coordinate the creation of engaging multimedia content and visuals
- Form key relationships with personnel within the branches and business teams
- Manage and facilitate social media communities by responding to social media posts and developing discussions
- Monitor and report on performance on social media platforms using various tools and metrics
- Monitor reviews and adopt other associated 'social listening' techniques
- Help educate all users on the use of social media, where appropriate, and support its effective use within The Best Connection group
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Essential qualifications, skills, or experience

Desired qualifications, skills, or experience

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Role Profile: Social Media Consultant

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| <ul style="list-style-type: none"> • 3 – 4 years' experience of Social Media Management • Website Management • Content Creation • Highly proficient in the use of a recognised Social Media management platform • Proficient in using Adobe creative suite, Office and Excel | <ul style="list-style-type: none"> • Graphic design • Google Analytics |
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Key Competencies

Winning Good Business:

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| Results Driven | Demonstrates drive and enthusiasm to make a difference to increase brand awareness and achieve personal targets & objectives |
| Innovation | Generates new ideas and solutions for day to day issues which can increase brand awareness and followers |
| Decision Making | Evaluates options by considering implications and consequences; chooses an effective option to ensure outcome is successful |
| Resilience | Deals with setbacks to overcome challenges and difficulties and stays focused on critical tasks |

Improving Efficiency:

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| Analytical thinking | Uses information in a logical way, establishing patterns; carries out basic calculations |
| Problem Solving | Identifies trends in data and finds solutions to implement improvements |
| Knowledge Sharing | Produces guidance, work instructions and feedback to share knowledge |

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Role Profile: Social Media Consultant

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|---|---|
| Communication | Actively listens and conveys information appropriately and simply; checks to confirm information is received as intended |
| Delivering Operational Excellence: | |
| Continuous Improvement | Recognises problem areas, strives to understand causes and tries to recommend solutions to prevent re-occurrence |
| Adaptability | Identifies good ideas to solve problems and address issues; embraces change |
| Customer focus | Understands customer needs, builds and maintains strong relationships and makes use of feedback to deliver great service |
| Self-direction | Takes accountability for own actions and takes initiative to make things happen and achieve objectives |
| Developing the Best People: | |
| Developing self | Supports own personal development; accepts and gives feedback and is not afraid to ask 'how?' |
| Motivation | Effectively manages own time, resources and relationships to ensure that work is completed efficiently |
| Teamwork | Identifies ways to involve others and use their knowledge, ideas & skills to achieve team goals more effectively; celebrates success for everyone, and is motivated to contribute to the team |
| Building relationships | Identifies ways to involve others and use their knowledge, ideas & skills to achieve team goals more effectively; celebrates success for everyone, and is motivated to contribute to the team |

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