

Job Title:	Social Media Consultant	Reports to:	Business Assurance Manager	
Level/Salary Range:	Level/Salary Range: £27 – 30k depending on experience		Full Time	

Job Purpose

Support branches with their Social Media activity and providing support, skills, advice, and direction where necessary.

Job Description

Acting under the support and guidance of our Digital Marketing Project Team, your role is to help progress our Social Media strategies to boost visibility and engagement with clients and temporary workers. This will involve managing our online presence by developing a plan in consultation with the Digital Marketing Project Team producing good quality, audience-appropriate content, analysing usage data and performance, facilitating customer service and managing projects and campaigns as agreed and requested.

Responsibilities:

As a Social Media Consultant, you'll need to:

- Help develop and implement social media plans and set goals to increase brand awareness and increase engagement
- Assist branches in the management of all social media channels such as Facebook,
 LinkedIn, Twitter, Pinterest, Instagram and YouTube

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- 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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- 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

- Graphic design
- Google Analytics

Key Competencies

Winning Good Business:					
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:					
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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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 achie objectives							
Developing the Best Peop	ple:						
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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