



## **Digital Content Executive (Full Time). JOB DESCRIPTION**

### **Purpose:**

To support the delivery of effective marketing and communications campaigns for both Naturally Social's growing client base and to raise the company's own profile, whilst building your skills with this expanding, award-winning social media and communications agency.

The successful candidate must be a self-starting team player who is confident working within a small business environment and able to work without close supervision.

They must be outstandingly creative and be able to demonstrate excellent experience in design, marketing, photography, videography, and editing skills.

If you're a creative communicator who excels at digital content, we want to hear from you!

### **Key Duties:**

- To contribute towards the production of creative social media content via channels that include Facebook, Twitter, Instagram, YouTube, LinkedIn.
- Design marketing materials for both Naturally Social's growing client base as well as for the company itself, under the direction of senior team members.
- To design any relevant assets for company email marketing.
- To support delivery of training courses as well as general event organisation.
- To keep up to date with changes in the world of social media, digital content, and marketing.
- To create, source and edit images, videos, graphics, and visuals for use on social media and for marketing purposes for clients and the company
- To design brand assets for Naturally Social and their clients as required.
- To create a variety of visual content in varying sizes and formats relevant for individual social media platforms, such as video, infographics, GIFs and photos.
- To design case study material that support the marketing of Naturally Social.
- To support with day to day marketing activities.
- To keep up to date with current market trends and apply them to the working environment of both Naturally Social and our clients.
- Any other duties commensurate with the level of this post as reasonably requested by your line manager.
- To work in a manner which protects your own Health & Safety and that of others.
- To work in a manner which complies with GDPR requirements.

### **Key Success Factors:**

- Projects are engaging, delivered on time and with high attention to detail.
- Actively contributes to the creative planning process.
- Thinks outside the box.
- Clearly communicates original ideas.
- Success is measured and analysis is used to inform future work.
- Events run smoothly.

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- Agreed business related targets are met for promotion and development of Naturally Social's events and services.

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### **PERSON SPECIFICATION**

#### **KNOWLEDGE, TRAINING AND QUALIFICATIONS**

##### **ESSENTIAL:**

- 2-year (min) experience in a similar professional role.
- Industry qualification / degree in media related subject such as graphic design, digital or multimedia OR relevant hands-on experience in a social media / digital content related role
- Excellent verbal and written English, (English Language Level 2 or above).

##### **DESIRABLE:**

- Social Media / Digital Diploma.

#### **SKILLS AND EXPERIENCE**

##### **ESSENTIAL:**

- Excellent working experience of the full adobe package as well as other design and editing software.
- Experience in creating video content to raise and develop brand awareness, e.g. vlog creation and editing.
- Confidence in creating effective and relevant digital content that follows individual business brand guidelines (including video, photography, and GIFs) across mobile, website, desktop and print
- A natural at all things IOs and Windows
- Excellent knowledge of Microsoft 365 packages.
- High attention to detail including good use of grammar and spelling.
- Creative flair and ability to generate unique ideas.
- Excellent time management and organisational skills.
- Video production skills and experience.
- A confident and highly skilled photographer.
- Ability to work to tight deadlines.

##### **DESIRABLE:**

- Creation of promotional videos.
- Brand creation.
- Understanding of the relationship between digital and SEO.
- Webinar creation.
- Proficient with live streaming
- Experience in creating, recording, editing podcasts.

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- Ability to create client briefs
- Live content creation for events
- Experience of using web packages such as Wordpress

## CULTURE

### ESSENTIAL:

- Passionate about helping others and about purpose before profit.
- Passionate about digital communications and delivering high quality customer service
- Outstanding organisational skills.
- Outstanding collaborative skills, working well as part of the Naturally Social team as well as an extension of our client's teams.
- Coachable personality.
- Ambitious about both company growth and personal growth.
- Confident in working alone as well as part of a team.
- Creative thinker who loves to create thumb stopping content.
- Ability to share and communicate ideas, feedback, and suggestions to help make fantastic marketing projects even better.
- Has equal amounts of pride in work created no matter what the medium

## CIRCUMSTANCES

### ESSENTIAL:

- Willingness and ability to undertake occasional business travel within South West.
- Willingness and ability to attend occasional events outside of usual business hours.
- Willingness to be flexible in working hours to meet deadlines and business / client requests.
- Self-motivated to achieve outcomes especially when working alone.
- Full UK driving licence

£20k - £24k per annum, dependant on experience.

37.5 Hours Per Week

*Job offers are conditional and are pending successful reference check and proof of qualifications (where applicable).*

*All roles at Naturally Social are offered to include an initial 3-month probationary period.*