

SOCIAL MEDIA, MARKETING AND CONTENT ASSISTANT



FALMOUTH
HARBOUR

UK's Atlantic gateway.

JOB DESCRIPTION

Summary

Falmouth Harbour is seeking a creative, tech-savvy Social Media, Marketing and Content Assistant to generate engaging, original, written and graphic content for our blogs, articles, social media platforms, newsletters, marketing materials, press releases and our company websites.

Main Responsibilities

- Promoting our brand identity, voice, vision and messaging whilst maintaining brand consistency within the teams and across our communications channels and platforms
- Design and implement campaigns
- Researching, writing, editing, proofreading and publishing of interesting and original content
- Promoting new content using emails, social media and other methods to alert, attract and engage readers
- Managing our company websites, social media and marketing platforms
- Supporting the production of webinars and other video content
- Maximizing site traffic by utilizing Search Engine Optimization best practices
- Monitoring responses to posts via the website, social media and other platforms
- Assist with organising and promoting events on Falmouth Harbour facilities
- Assist with keeping marketing databases up to date and GDPR compliant

The successful applicant will benefit from working in an exciting and forward-thinking marine/harbour environment. We will support the applicant to develop their communication and technical skills providing training where appropriate. The applicant will develop a set of highly desirable skills to help them secure future employment.

Skills Required

- Good written and verbal communication skills
- Creative and adaptable
- Some knowledge and experience of websites, social media and other communication platforms and applying social media practices
- Proficiency with computers, especially content management software, social media platforms, MS Office, and SEO keywords, basic understanding of HTML

Additional Employability Support

The young person will be assigned a mentor who will support them in the workplace and help them to arrange their working day to ensure good timekeeping and attendance. Any issues will be discussed with their mentor and measures put in place to support the young person in to work.

We will develop teamwork and communications skills by:

- Ensuring the young person is aware of their own goals and how they fit in with those of the wider organisation
- Encouraging the young person to be innovative and collaborative, sharing ideas with their mentor and wider team members
- Making the young person aware of the resources available to them
- Encouraging a positive mind-set
- Giving frequent feedback
- Practical support such as proof reading and constructive feedback for written communication
- Advising how to address people appropriately either in written or verbal communication
- Encouraging the young person to ask questions and seek support
- The young person will be offered predominantly on the job training with experienced staff. They will use a variety of computer systems and software to generate engaging, original written and graphic content for our blogs, articles, social media platforms, newsletters, marketing materials, press releases and our company website
- Their mentor will be supporting with their training with other staff involvement as necessary
- External training may be sought depending on the young person's experience
- The nature of the job will ensure the young person will develop highly desirable transferable skills to help them secure future employment

Location

Cornwall, TR11 3JQ

Working Hours

25 hours per week

Hours to be worked Monday to Friday between 9am and 5pm. 25 hours per week initially.

Hourly Rate

NMW

How to Apply

As this vacancy is funded by the Kickstart scheme you must contact your Universal Credit Work Coach to apply.

Apply by

30 September 2021