

Social Media Trainee: Job Description

The graduate position would be that of Social Media Trainee. This is a new and exciting role for the business with a wide variety of duties with the overall aim of supporting and delivering social campaigns for clients.

The day-to-day role will be varied and include undertaking tasks as directed by the SEO Team or Managers. The SEO team will be responsible for training and guidance throughout the process.

The job involves assisting the delivery of optimisation and social media campaigns for a wide variety of clients. The work will help to increase the visibility of clients' website in search engines and social media networks using a variety of online marketing techniques.

Duties will include building and maintaining relationships with bloggers and online communities. The ideal candidate will need to be able to research and identify opportunities for clients to increase their visibility within their target market. They will also be required to create and submit content and produce activity reports.

Strong verbal and written communication skills are a 'must have'. To acquire and build professional relationships with key influencers will require regular, clear and accurate email communication.

A passion for digital marketing and creative thinking is a necessity for anyone joining this extremely skilled and experienced team. The position offers the opportunity to learn from experts in the field.

Skills Required:

- Willingness to learn and become proficient using in-house software
- Strong IT skills with experience in MS Office software
- Ability to research and expand upon a subject following initial briefing
- Ability to complete tasks as instructed by the SEO team
- Good written English skills
- Strong verbal communication
- Ability to build strong professional relationships
- Strong knowledge of and experience using a wide variety of social media channels
- Online research skills
- Creative thinker who enjoys writing and creating content
- Strong organisational skills
- Team player; who will the work of the SEO team
- Self motivated, honest and loyal