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| **Kickstart Scheme jobs template** |

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| **Kickstart Scheme Application ID** | **KS3944376C** |
| **Job reference** | **Impactful Governance (Gateway)** |
| **Job vacancy title** | **Social Media Assistant** |
| **Company name** | **Irrational Design Limited** |
| **Company postcode** | **SG13 8AT** |

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| **Job summary** |
| We work with exciting brands in the retail, beauty, tech and digital services space.  Your role will be to help us create digital content, videos, social snippets and webpages.  We work across these platforms Instagram Tik Tok, Facebook, Whatsapp, Linked In, Twitter, Google Ads, YouTube and all Shopping marketplaces so you will have no end of exciting training and creative learning  Using creative platforms such as Photoshop or Canva to create content, copy, video and images.  We link “Organic to Paid” to “Shopping to Search” so we’ll look across the whole journey.  Gathering and curating content for social scheduling, planning and engagement for clients.  Researching and having an interest in upcoming trends and new platforms.  Reporting and analysing trends and engagements on client activities.  Collaborating with the wider team to gather updates on client goals, tone of voice, personas, messaging, campaign plans, metrics and insights. |

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| **Essential skills, experience and qualifications** |
| Previous experience in social media marketing  (training & support will definitely be part of the process where needed, but good sound knowledge is advantageous).  Experience using all common social media platforms and a keen interest in upcoming platforms  (understanding of live, stories, reels, TV will be beneficial).  Interest in creative, photography and editing skills - we use a mix of Adobe, Photoshop, Canva  (we can help get you up to speed).  Social shopping experience - linking product catalogues and management.  Strong communication skills  The ability to multitask, problem solve and organise.  A confident and friendly creative, and a fast learner. |

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| **Hours per week** | **25 minimum** |
| **Working pattern** | 5 hours per day |
| **Hourly rate of pay** | National Minimum Wage |

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| **Employability support** |
| **Training provided by Impactful Governance – CIC (Kickstart Gateway)**  **Month one of appointment:** Work preparation for *this* role  Week 1 – session 1 Work Readiness Welcome to your new role   * Working in different sectors * Organisation types * Achievement   Week 1 – session 2 Structures of organisations Expectations of the role   * What employers need. * Structures and reporting * Leadership models * Research on how we work * Team work and individual roles   Week 2 – session 3 Applying yourself The wider community and your role in it   * Emotional rewards or work * Team roles * Empathy in the workplace * Interview skills * Behaviours   Week 2 – session 4 Communications Communication & Action Planning   * Conversation cycle * Learning styles * Voicing concerns the right way * Inclusive practices * Active listening * Action Plan   **Month five of appointment:** Preparation for the *next* job (Job readiness)  Session 5 & Session 6 Mentoring & Coaching   * Support will be offered (for example helping with writing their CV and preparing for an interview). All of all modules as outlined in the Training Agreement. Each session will be for at least one hour. Sessions are held remotely over Zoom. The participant will provide feedback during their placement and after training, and this will be acted on if needed. As part of a signed agreement, employers will allow the employee to participate in the training and where sessions are in the evening or weekend, allow Time Off in Leu (TOIL). Each employee is scheduled into training programmes, informing the employer and the employee about the time and date and begins once started in the role. |

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| **If your vacancies are in more than one location, please complete a separate row for each** | | | | | | | | | |
| **Where is this job based?** | **No of jobs at this location** | **When do you want to start advertising this job?** | **Maximum number of referrals** **you wish to receive per job** | **Is public transport available** **to this location?** | **Full address and postcode of the job location** | **Contact name, email and phone number** for this job | **Closing date for applications** | **How to apply** | **Anticipated start date** for this job |
| **Home & Office**  **(Hybrid remote)** | **1** | **11/11/21** | **50** | **N/A** | **At Employee’s Home & 6 Oak Grove, Hertford, SG13 8AT** | **Allison Alexander**  **CEO**  [**allison@branue.com**](mailto:allison@branue.com)  **07872344124** | **17/12/21** | CV by email & interview appointment time to be agreed with employer by phone. | **22 Nov 2021** |