# DRUMCHAPEL CITIZENS ADVICE BUREAU

# Social Media Assistant

**Job Title:** Social Media Assistant

**Responsible to:** Operations Manager

**Responsible for:** The operation of Bureau Social Media Platforms and Strategic Plan.

The Social Media Assistant with will work closely with the Operations Manager to create ongoing content for the Bureau’s social media platforms, this includes keeping social media channels updated with brand focused content. The Social Media Assistant will also seek out new social media avenues and ways to connect with audiences.

**Summary of main responsibilities:**

* Develop and contribute ideas to social media campaigns for Drumchapel CAB’s current channels : Twitter and Facebook
* Develop campaigns for additional channels such as Instragram, Youtube
* Draft Drumchapel CAB’s social media plans, create / collate social assets and write caption copy, engage with Citizens Advice Scotland in regards to relevant Campaigns.
* Routinely monitor the channel social accounts to respond to audience queries, messages and comments, and identify opportunity for brand conversation
* Liaise with Operations Manager to ensure coherence between social channels and website content
* Source and collate performance analytics for regular review
* Monitor the competitive landscape and contribute findings to the team
* Provide information about the CAB and other advice services to clients from a diverse range of background and cultures.
* Work within agreed Bureau systems and procedures.
* Undertake research work for the Manager and other staff as requested
* Undertake any other reasonable duties as requested by the Bureau Manager

**Person Specification – Social Media Assistant**

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| **Administration Assistant** | Essential | **Desirable** |
| QUALIFICATIONS | Good standard of general education. | Evidence of vocational training/qualification. |
| EXPERIENCE | Working as part of a team.  Experienced computer user. | Work experience in the voluntary sector. |
| SKILLS AND ATTRIBUTES | Demonstrate interest in social media and be up to date with the latest trends in social media  Experience creating and sharing content on social media platforms such as Facebook, Twitter, Instagram, Snapchat or Tik Tok  Attention to detail  Ability to work in a fast paced environment  Strong relationship management and communication skills with the ability to work as part of a team. | Strong technology, and written and verbal communication skills  Self-motivated |
| VALUES AND ATTITUDES | Commitment to team working.  Commitment to voluntary sector.  Commitment to equal opportunities policies. |  |
| KNOWLEDGE | Knowledge of voluntary sector. | Awareness of services provided by voluntary sector. |
| OTHER |  | Commitment to team working |