



Social Media Officer – Acton Market Waste & Consumption Reduction Project

Part- time flexible or hybrid working.

Salary £26,000-£28,000 pro rata (17.5 hours per week)

Location: Home and Acton office with flexible hours

Job Description:

Action West London, an award- winning charity and social enterprise needs an experienced social media livewire to promote our exciting new community circular economy Reuse, Repair, Recycle waste and consumption reduction project funded by National Lottery Community Fund.

Responsibilities:

- You will be responsible for creating, improving and maintaining content to achieve our goals.
- You will share content to raise brand awareness and monitoring web traffic and metrics to identify best practices.
- You will be the key person responsible for promoting and marketing the project though social media, website, google ads and media release.
- You will promote Acton Street Market and the development of a Climate Action Zone for various groups and businesses engaged in reuse, repair, recycle and environmental action
- You will be a key member of Action West London’s diverse staff team and will contribute energy and enthusiasm to our charity’s work.

Experience and skills required:

- Minimum 2 years employed experience and track record
- You will have demonstrable creative writing skills.
- You will perform well under deadlines and be detail oriented.
- You will oversee all marketing content initiatives to ensure customer engagement, brand consistency and a positive customer experience.
- You will create and publish engaging campaigns to drive activities forward and engage customers and partner organisations.

- You will Edit, proofread, and improve posts both on website and social media.
- You will optimise content according to SEO to drive responses
- Use content management systems to analyse website traffic and user's engagement metrics.
- Manage content distribution to online channels and social media platforms to increase web traffic.
- Link with external organisations so that they become aware of the project and promote it.
- Develop an editorial calendar and ensure management team is on board and take in latest market trends as well as competitor activity.
- Liaise with existing influencers and work with new influencers to achieve project goals.
- Keep up to date with developments and generate new ideas to draw target customers attention and registration.

Requirements:

- Minimum 2 years previous experience in a social media/digital marketing role.
- Track record of delivering effective social media/digital marketing campaigns.
- Ability to implement and optimise social media to deliver a highly effective response across all digital channels and platforms.
- Ability to produce creative content campaigns to generate interest from diverse communities.
- Strong knowledge of Facebook, Instagram, Twitter, TikTok YouTube and other social platforms.

Deadline: 14 /08/2022

Email CV and cover letter to Mary.horesh@actionwestlondon.org.uk

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