

Job Specification: Social Media Assistant at Crystal Nurseries – Work Experience

Company Name: Crystal Nurseries (Orange Bow CIC)

Job Type: Part-time (20 hours total)

Contract Duration: 2-4 weeks

Wage: £13.15 per hour

Location: Tulse Hill (You will be based at the Orange Bow CIC premises and will only go to Crystal Nurseries to shoot content and get material for more promotion).

Start date: January 2025

Report to: Chief Executive Officer, Ryan Bakare

Relationship Between Orange Bow CIC and Crystal Nurseries

A year and a half ago, we began working with Crystal Nurseries, which has locations in Lewisham, Nunhead, and Peckham.

Since then, we have assisted in placing young people at these nurseries in positions such as social media interns, apprentices, and nursery assistants. In order to promote the nurseries on social media, social media interns are able to take pictures, record videos, and publish content.

The role is funded by Lambeth's ELEVATE programme which aims to get young people from underrepresented backgrounds into the Creative and Digital sectors. To meet the needs of this role, you will need to be:

- Lambeth resident (with the exception of Lambeth care experienced young people)
- 16 to 24 years old
- Not currently in education, employment or training

Responsibilities

- Create engaging content for various social media platforms (Facebook, Instagram, Twitter, LinkedIn).
- Monitor social media channels for comments, messages, and mentions, and respond promptly.
- Utilise analytics tools to track campaign performance and provide regular reports.
- Stay updated on industry trends to suggest innovative ideas for improving Crystal Nurseries' online presence.
- Assist in coordinating online events or promotions to attract and engage followers.
- Ensure consistency in messaging and branding across all social media platforms.
- Perform other duties as assigned to support Crystal Nurseries' marketing efforts.

Key Duties

Content Creation and Scheduling Posts

Social Media Analytics Tracking

Audience Engagement and Management

Engaging with User Content (liking and commenting on followers' posts where appropriate)

Required Interests

Candidates should be interested in the following:

- Social media marketing
- Content creation
- Enthusiasm for branding and marketing
- Interest in learning and adaptability

Benefits from the role

- Increase in level of creativity and innovation
- Networking Opportunities
- Enhanced Communication Skills
- Growth and Advancement Opportunities

Support from the team

- You will receive in-house training from Orange Bow CIC officials when needed
- There is an open-door policy which gives you the opportunity to share your concerns and worries if they arise
- Access to tools and resources

Application Process

Applicants will be required to submit a curriculum vitae and cover letter. The cover letter should be around 250- 400 words. Furthermore, the cover letter should highlight creativity & personality, and showcase understanding of how to use relevant platforms, willingness to learn and attitude to work.

If you have any questions or would like to know more, please contact Micah on micah.ingram@orangebow.org