



SOCIAL MEDIA ASSISTANT JOB DESCRIPTION

Job Title

Social Media Assistant

Location

Brixton BID town centre

Reports to

Brixton BID Cultural Manager

Context

The Brixton BID is a membership organisation voted in by local businesses on the 1st January 2014. It will operate for five years before requiring renewal through a further ballot. Its 570+ member businesses which generate the core funding through the BID levy and the company has a track record of generating additional external income.

The Brixton BID delivers a number of initiatives to benefit the local business community under the main themes: Enhanced Environment, Safer Day & Night, Better Business and Distinctive Destination.

Job Purpose

The purpose for the job is to provide social media support, which feeds into the Marketing and Communication function of Brixton BID. Assist with daily marketing activities and the development and delivery of our marketing and media strategy through social media. The role of a social media assistant will be to work with the Cultural Manager, Design & Digital Exec and external agency to deliver content across our platforms (Instagram [B2C], LinkedIn [B2B] and X [Both]).

Brixton BID represent a diverse range of businesses across the BID area from hospitality to fitness, office spaces through to service sectors, while it may not always be possible to feature all of our businesses in our social media, we showcase a variety of our members through engaging content daily.

Duties and responsibilities

- Support with the implementation and management our social media strategy
- Ensures brand consistency in marketing and social media messages
- Suggest engaging and relevant content
- Content creation in line with brand voice and current strategy



- Collaborate with local businesses to capture engaging content, promote their activities and celebrate Brixton as a destination

Job requirements and qualifications

- Knowledge of Social Media platforms and best practice
- Good content creation skills
- Understanding of social media strategies
- Good copywriting skills
- Good time-management skills
- Great interpersonal and communication skills
- Self-motivated
- Excellent attention to detail
- Strong research skills

Terms & Conditions

Salary

Paid at London Living Wage

Position

Part Time, 1 day per week (20 hours)

To be delivered across 2 day per week for 2 weeks (4 days) or 1 day per week across 1 month (4 days).

Working days will likely be Monday, Tuesday or Thursday.