

SOCIAL MEDIA MANAGER AND CONTENT WRITER

Dickins Edinburgh Ltd - Edinburgh EH3

Dickins Edinburgh Ltd are looking for a **part-time proactive Social Media Manager and Content Writer**. We let special and unique apartments and houses in Edinburgh from 3 nights up to 6 months and are based on Dundas Street in Edinburgh's Georgian New Town.

This is a two day per week role (from Monday to Thursday but which days specifically are flexible) The successful candidate will manage Dickins Social Media including writing articles for our blog, What the Dickins: A Tale of Edinburgh City and promoting Dickins and Edinburgh using our social media platforms. We envisage that one day will be spent in the office and the other day could be spent working from home.

Dickins is a busy, happy, friendly office where the hard work of staff is appreciated and where ideas and input from staff is valued and encouraged.

Key Responsibilities:

- Providing value for our audiences and creating social media strategies which are tailored to the platforms appropriate to our business.
- Liaising with the Managing Director, Louise Dickins, to create a monthly Social Media and Content plan.
- Managing Social Media delivery to all the relevant platforms including our own blog, Facebook, Twitter, Instagram and Pinterest.
- Engaging with users who want to find out what we do.
- Creating, writing and uploading two articles per week for the Dickins blog, What the Dickins: A Tale of Edinburgh City.
- Creating a monthly newsletter using Mailchimp
- Building connections with the people who influence our customers
- Devise performance metrics to measure success
- Working knowledge of Wordpress
- A knowledge of Google Analytics is an advantage
- Reporting to the Managing Director, Louise Dickins

Experience and Skills

To apply for this role you should have:

- At least 1 years' Social Media experience
- Proven track record of success with Social Media campaigns
- Excellent writing skills
- A strong knowledge (and ideally love) of Edinburgh
- An enthusiastic interest in what's happening in Edinburgh
- An interest in property
- Meticulous attention to detail
- The ability to foster and build new relationships
- The ability to work unsupervised and to strict deadlines
- An enterprising and enthusiastic outlook
- A proactive, positive, can-do attitude to life

Salary £8,000 to £9,600 depending on experience.

If you'd like to apply to be our Social Media Manager and Content Writer, please email Louise Dickins at louise@dickins.co.uk saying why this role appeals to you and attaching your CV