DIGITAL MARKETING AND SOCIAL MEDIA MANAGER

Dickins Edinburgh Ltd - Edinburgh EH3

Dickins Edinburgh Ltd are looking for a **part-time Digital Marketing and Social Media Manager** from early November. We’ve been in business for 20 years letting special and unique homes from home in Edinburgh. We’re based on Dundas Street.

|  |
| --- |
| This is a two day per week role and we envisage one day spent in our office and the other day working from home. The successful candidate will liaise with our managing Director, Louise Dickins as well as other members of the Dickins team. You will maintain and implement a three month plan, write two blog posts a week, manage our social media platforms and analyse Google Analytics. You will also write a monthly newsletter and create a monthly competition. Our Digital Marketing and Social Media Manager should always want to strive to do their best and ensure that they always keep up to date with developments and changes in the sector so that we can ensure our digital and social media strategies are as effective as possible in driving sales to the business and keeping people aware of Dickins and what we stand for. 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:** * Delivering content which interests our audiences and builds our SEO rankings
* Liaising with the Managing Director, Louise Dickins, to create a tri monthly marketing, social media and content plan and then delivering that plan
* Managing our social media delivery to all the relevant platforms including our blog, Facebook, Twitter, Instagram and Pinterest
* Growing our reach and creating posts which encourage engagement
* Creating, writing and uploading two articles per week for the Dickins blog
* Creating a monthly newsletter using Mailchimp
* Creating and running a monthly competition
* Building connections with the people who influence our customers
* Reporting to the Managing Director, Louise Dickins

**Experience and Skills****To apply for this role you should have:** * 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 lovely homes
* Meticulous attention to detail
* Working experience of Wordpress and Mailchimp
* Experience of creating successful Facebook advertising campaigns
* An understanding of Google Analytics and the ability to analyse the results to create strategies that will help drive sales for Dickins
* 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 £9,000 to £10,500 depending on experience. If you’d like to apply for this role, please complete the following tasks. 1. Explain in no more than 400 words how we can make better use of our social media.
2. Write a blog post and two tweets, two Facebook posts and two Instagram posts to promote that blog.
3. Create a short social media video that would promote Dickins.

Please then email them to Louise Dickins at louise@dickins.co.uk saying why this role appeals to you and attaching your CV.  |