Social Media manager and content writer

Dickins Edinburgh Ltd are looking for a **part-time Social Media Manager and Content Writer to cover maternity leave from early October**. We let special and unique homes in Edinburgh from 3 nights up to 6 months and are based on Dundas Street. Our social media is an intrinsic part of what we do.

This is a two day per week role. One day would be spent in the office and the other day would be spent working from home. The successful candidate will manage Dickins social media including planning and writing articles for our blog, What the Dickins: A Tale of Edinburgh City.

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:**

* Creating and planning a monthly social media and content plan.
* Managing social media delivery to all the relevant platforms including our own blog, Facebook, Twitter, Instagram, Pinterest and Google +.
* Creating, writing and uploading two articles per week to the Dickins blog, What the Dickins: A Tale of Edinburgh City.
* Creating a monthly newsletter using Mailchimp.
* Creating and managing a monthly competition.
* Building engagement with our users on social media.
* Building connections with the people who influence our customers.
* Providing value for our audiences by creating social media strategies which are interesting, keep our users engaged and boost our following.
* Working with Louise Dickins planning any Instameets or other events Dickins organises.
* Creating a monthly stats report.
* Reporting and liaising with 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
* A knowledge of Wordpress and Google Analytics.

The post will start in early October 2017. Salary £8,600 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](mailto:louise@dickins.co.uk) saying why this role appeals to you and attaching your CV