

GET BLOGGED

Title: Influencer Marketing Assistant
Expertise: Social Media / Blog Management and Content Creation
Reporting To: Lucy Clarke (Co-Founder)

Role

This role will be responsible for the implementation and execution of the company's social media, content and email. The person needs to be highly self-motivated, creative have a passion for connecting with current and future customers. That passion needs to shine as you engage with customers on a daily basis, with the ultimate goal of:

- Turning fans into customers.
- Turning customers into advocates.

A natural flair for content creation is a key asset to fulfil this position, working with stakeholders, you will, in many ways be the digital voice of the company and the initial touch point for the majority of the company's audiences. Ultimately, you will help us reach our target audience by delivering both useful and appealing online information about our company and products.

In this position you have the following responsibilities:

- Social Media Management (Pinterest, Facebook page, Facebook groups, Twitter, Instagram, LinkedIn)
- Blog Network Management
- Content Planning and Execution (Social Media, On Site, Blog Network and Email)
 - Researching industry-related topics
 - Blog Content Creation & Commissions
 - Guest Posting and Outreach
 - Coordinating Podcasts and Video Content
 - Marketing Assets to Advertise our Company and Products
- Audience Management and Engagement (All Channels)
 - Giveaways
 - Contents
 - Awards
- Organic Audience Growth (Social Following, On Site Readership and Mailing List)
- Cultivation of Leads and Sales
- Reputation Management

KPIs / Scorecard

Focus is aligned with the Primary Marketing metrics:

- Daily / Weekly / Monthly Audience Growth
- New Leads
- Audience Engagement



Targets

As a key part of the Marketing Team the targets relate to directly to the team's objectives:

New Leads
Sales Revenue

Expectations

The initial contract is 90 days long, with regular reviews along the way. A successful 90-day period will see the contract extended.

Reviews are in place to make sure you're happy with the role and workload and will give us a chance to see if everything is going as well as it can be.

We are keen to support the growing need for flexible career opportunities and working culture, so you will be working remotely (with your own desktop or laptop setup) from anywhere in the UK, but preferably in Hampshire, Berkshire or Surrey.

Ideally, we'd like to meet in person once or twice a fortnight, but we're willing to compromise on that for the right candidate. Regular video calls are a must.

You will be expected to invoice us for your time on the last working day of each month for the month you just worked. Your invoice will be paid within 3 days of submitting it, usually same day.

Rates

This is a full time, mid-level role, paying £22,000 per annum. Potential for Commission for the right candidate (demonstrable sales experience).

Paid overtime may be available as and when the demand is there, but it's not necessary to do overtime if you are happy with the standard working hours.

Application

Email us at hello@getblogged.net with:

1. A cover letter to let us know a bit more about you.
2. Your CV covering past work experience
3. Examples of where you have had success with social / content marketing.

You will be required to take an online assessment prior to being offered the role, this will be one of the final steps of the recruitment process.

We're hiring now, for an immediate start. We'd like to advertise the role for a short period of time, and then start interviewing via Skype.

