

## **Social Media Assistant Job Description**

We are recruiting for a Social Media Assistant to work within our Marketing team and report into the Brand Manager.

The role is to support the Brand Manager in development and delivery of the digital marketing strategy. In particular monitoring and managing social media channels, including Facebook, Twitter, Google+, YouTube, Pinterest, Instagram and to regularly update the company blog.

### **As Social Media Assistant your main duties will be:**

- Work with colleagues and agencies, to help plan and implement online marketing campaigns that drive engagement, traffic and bookings across social media, search engine optimisation and PR.
- Source and produce engaging content to ensure the blog and social media channels are up to date, relevant and interesting.
- Drive and manage social media campaigns from content creation, to measurement of campaign success.
- Proof read content, including but not limited to social media posts, blog articles and press releases.
- Help to increase conversion rates and ROI with regard to the above digital marketing channels.
- Administration of press and social competitions, to include organising prizes and contacting winners.
- Administration of press trips

### **Required experience and skills**

- You must have a passion for all things social
- Social Media channel management and content creation experience, ideally within a commercial environment
- Applicants must have exceptional written skills and a keen eye for detail
- Experience of travel and/or the travel industry
- Experience of copy writing and proof reading
- Experience of working with Photoshop or similar program (preferable)

### **Required education and qualification**

- Educated to degree level

Salary: £16,000 - £25,000 dependant on experience.

No agencies.

## **About On the Beach**

Founded in 1995, On the Beach is one of the UK's leading online travel agencies carrying over 900,000 passengers every year (ABTA K0813). On the Beach provides value for money flights and hotels to the world's most popular beach holiday destinations.

With On the Beach it's easy for customers to be their own travel agent, building their perfect beach escape from the comfort of their sofa. With a huge selection of travel products, from 50 million available seats,

more than 30,000 hotels around the world, insurance and in-resort transfer partners, we make it simple for customers to plan, book and enjoy their perfect beach holiday.

On the Beach is located in Cheadle, South Manchester.