



## Job Description Confidential

### Social Media & Content Assistant

Location	Reports to	Hours	Salary
Bore Place, Chiddingstone	Florence Clark	25 hours a week	£9.30 per hour

#### Background information

Bore Place, a non-profit organisation committed to a world where people and nature work together to regenerate the planet and ourselves. Situated on a 500-acre organic farm estate in West Kent we offer a unique venue with sustainability at its heart. The organisation is home to a charity delivering programmes for young people, public and private events and courses, holiday cottages, as well as a home for complementary rural businesses. This role will sit within the sales and marketing team which seeks to increase revenue for the organisation through hosting weddings, corporate groups, school visits, holiday makers and weekenders and other groups looking to use the space for away days and training purposes.

#### Position summary

The purpose of this role to create compelling social media and web content, through the use of reels and posts and to maintain an up to date and relevant content calendar. You will also be responsible for updating and maintain the website and creating blog content. Your aim will be to grow our social media audiences and drive traffic to our website.

#### Primary Responsibilities

1. To maintain a content calendar identifying content opportunities
2. To draft copy for social media posting within the editorial guidelines of the organisation and with an appropriate tone and style
3. To create reels and other original content
4. Developing and growing a photo library for use on social media
5. To manage social media channels and drive growth in audience through interaction
6. To record audiences and their growth
7. Ensure website is kept updated and create blog content.

## Person specification

### Essential criteria

- Administrative experience working in a busy customer focused environment with the ability to deal with a variety of issues with tact and sensitivity.
- Sales experience.
- High level of accuracy and attention to detail with excellent organisational skills.
- Ability to communicate well and with confidence to a wide range of people both verbally and with excellent writing skills.
- Ability to manage and prioritise a heavy workload whilst retaining excellent customer service standards.
- Awareness of standards for managing and protecting information, including information security and data protection principles.
- Proficient in the use of productivity suites (email, calendar, documents, spreadsheets, databases) such as Microsoft Office and the internet.
- Understanding and knowledge of social media channels.
- The ability to use initiative, multi-task and work as part of a team.
- Friendly and efficient manner in person, on the telephone and in writing.
- Good timekeeping and personal presentation.
- Flexibility in the range of tasks undertaken.
- Understanding the importance of the front of house function in offering a creative and nurturing welcome and working environment.
- Support for the aims and objectives of our work, and the values we uphold.

### Desirable criteria

- Experience of marketing and PR, with basic design skills and experience of generating copy and managing social media activity.
- Experience of managing a Content Management System.
- Skills in spreadsheets, databases and accounts administration.
- Experience of client/customer liaison.
- Interest in sustainability issues, e.g. sustainable and ethical sourcing of food and other supplies, energy efficiency and low carbon living.

*NB: We do not expect applicants to have experience in all these fields. Training can be given, and we are committed to supporting the successful candidate in gaining this experience.*

## Benefits of working at Bore Place

- Contributing to a charitable organisation working to support, develop and educate young people.
- Pension contribution of 4%
- 30 days holiday, plus bank holidays
- Opportunities for training and development,
- A staff discount on Bore Place's programme of public events
- A glorious countryside location.
- Free on-site parking.

Please note:

- Due to our rural location, your own vehicle is essential for travelling to and from work.

### **Diversity**

Bore Place is committed to promoting a diverse and inclusive workplace where everyone can be themselves and succeed on merit. We strive to ensure that opportunities to work and develop at Bore Place are open to all. We treat all job applications equally, regardless of age, disability, gender identity or gender expression, race, ethnicity, religion or belief, sex, sexual orientation or any other equality characteristic.

### **DBS**

The safety and welfare of children and other vulnerable people onsite is extremely important to us and is why we pride ourselves on our Safeguarding procedures. All positions at Bore Place are subject to a Disclosure & Barring Service (DBS) check at Basic Level. Please notify us of any disability at the earliest opportunity should you wish us to make any special arrangements for the application process or, if successful, for the role. We would be more than happy to make reasonable adjustments where appropriate.

### **Right to Work in the UK**

It is a requirement that any successful applicant has the right to work in the UK and can provide evidence of this. This would be an express term and condition of your employment with us.

**This role is part of the government's Kickstart scheme, with roles available to anybody aged 16-24 and in receipt of Universal Credit. Applications can be submitted by visiting/contacting your local job centre and speaking to your Work Coach, referencing the job title.**