

# Social Media Marketing Assistant

New World Developments is a successful, locally owned manufacturer of Apeer Composite Entrance Doors and the award-winning Lumi Window and Door system.

We want to recruit a Social Media Assistant to join our dynamic and creative marketing department. This is a new role and you will be responsible for brainstorming campaigns, creating social media posts, and analysing analytics for Apeer Doors and Lumi Windows.

Previous experience in a similar role is desirable but not required, but you should be able to demonstrate an excellent understanding of social media platforms such as (but not limited to) Facebook, Instagram, Twitter, Snapchat, Pinterest, Tik Tok, LinkedIn, Google My Business and other social media best practices.

## **Main Responsibilities:**

- Develop, implement and manage social media content strategy in line with the organisational marketing strategy.
- Create, and schedule organic social media posts for Apeer Doors and Lumi Windows.
- Identify new platform opportunities and content streams to help grow our brand awareness and reach.
- Create and edit engaging video content with a strong story and narrative on both brands.
- Write regular, compelling blog content for both brands.
- Design and upload relevant landing pages and website content for social media posts and emailers.
- Engage with end-users (consumers and our trade partners) to encourage user-generated content across all social platforms. Assist with product content creation.
- Plan, design and promote regular online competitions for consumers and trade partners.
- Manage a product review strategy for consumers and trade partners to improve and maintain a 5 star product rating for both brands.
- Communicate with social media followers, including responding to all queries in a timely manner.
- Develop and manage a social media influencer strategy.
- Answer customer service enquiries on social media, via email, live chat and telephone.
- Create and manage our marketing email strategy to consumers and to trade partners.
- Use analytics tools such as Google Analytics and Facebook insights to monitor and evaluate our social media presence and performance.
- Weekly reporting to the marketing management team.

**Required:**

- Excellent understanding of Facebook, Instagram, Twitter, Snapchat, Pinterest, Tik Tok, LinkedIn, Google My Business, and other social media best practices.
- Strong attention to detail.
- Excellent written/grammar and verbal communication skills.
- Eagerness to learn about new innovations and software
- Bringing spontaneity and creative thinking to enhance our social media strategy.

**Desirable:**

- 1-2 years' experience as a Social Media Assistant or in a similar role.
- Good understanding of Photoshop / Canva or other image editing software.
- Good understanding of social media KPIs.
- Excellent multitasking skills.

**Job Details:**

Location: Ballymena,

Contract Type: Full-Time Permanent Office based role

Working Hours: 8am – 5pm, Mon – Fri

Please send your CV for consideration to [personnel@apeer.co.uk](mailto:personnel@apeer.co.uk)