

<b>ORGANISATION:</b>	KEY MULTIMEDIA LTD
<b>ROLE:</b>	<b>CONTENT WRITER / ONLINE MARKETING EXECUTIVE</b>
<b>SALARY</b>	£16K - £18K pa depending on experience
<b>DIRECT REPORT:</b>	MANAGING DIRECTOR
<b>REPORTING STAFF:</b>	None
<b>1. PRIMARY PURPOSE:</b>	
	<ul style="list-style-type: none"> <li>• Responsible for delivering social media campaigns for a wide range of clients.</li> <li>• Develop and plan content creation and social media activity for client websites with agreed priorities, direction and goals</li> <li>• Use online and offline social networking techniques to promote our client websites</li> <li>• Research, write and edit articles, blogs and social media snippets on a wide range of subjects</li> <li>• Maintain a number of corporate blogs on behalf of our clients</li> <li>• Detailed duties may vary from time to time without changing the general character or the level of responsibility entailed.</li> </ul>
<b>KEY TASK</b>	<b>SUPPORT TASKS</b>

1. WRITING	<ul style="list-style-type: none"><li>• Create, write and edit articles, blog articles and social media snippets for client websites</li><li>• Write articles and website content with a conversational, informative style and ensure they are professionally executed</li><li>• Proofread and edit content to maintain quality at all times</li></ul>
2. RESEARCH	<ul style="list-style-type: none"><li>• Liaise with clients and create content for our client websites</li><li>• Research and identify relevant media and audiences for any given campaign</li><li>• Research material on a wide range of topics for articles that can be used to promote client websites</li><li>• Assist management in identifying online opportunities for clients</li><li>• Spot trends for clients and social media opportunities to exploit them</li></ul>

### 3. SOCIAL MEDIA

- Use a variety of Social media channels such as corporate blogging, micro-blogging, community marketing, article marketing, PR marketing and video / viral seeding
- Use a variety of Social Media applications such as Twitter, FaceBook, digg, de.lici.ous and Stumbleupon where appropriate to promote client activity
- Use a range of applications to build an online friends / fan base for our clients
- Present professional and friendly presence online for our company and our clients

<p>4. PROJECT MANAGEMENT</p>	<ul style="list-style-type: none"> <li>• Develop a marketing communications plan for each campaign that meets the objectives of the client and how social media can be used to execute the strategy</li> <li>• Provide management and clients with intelligence and feedback, metrics and formal discussions related to online promotional activity - highlight problem areas, recommendations and success stories</li> <li>• Manage promotional campaigns and schedules effectively and in a timely fashion</li> <li>• Ability to work independently and as part of a team</li> <li>• Maintain competency in current skills and to be proactive in identifying future practices and trends within social media</li> <li>• Keep all documentation up to date and in the correct folders on the server at all times</li> </ul>
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<p><b>2. QUALIFICATIONS AND EXPERIENCE</b></p>
<p>Proven experience in using a wide range of social media tools in a business environment including Twitter, FaceBook, digg, de.lici.ous and Stumbleupon.</p>
<p>Degree or equivalent from accredited institution (experience on a year-for-year basis may be substituted for degree).</p>
<p>Knowledge and understanding of current website editing and authoring tools such as WordPress and related blog technologies.</p>
<p>Ability to use word processing, blogging and Internet software</p>

Solid foundation in search engine optimisation (SEO) - understanding the fundamental techniques of increasing content visibility on search engines
Topical knowledge of Social Media Tools e.g. Tweetdeck, Hootsuite
Topical knowledge of the Internet, FTP and the ability to write basic web pages
Topical knowledge of HTML, web development and maintenance
Good communication and interpersonal skills
Able to multitask between constantly changing objectives
Able to work under pressure

<b>3. WORKING ENVIRONMENT</b>
<ol style="list-style-type: none"> <li>1. The job entails a high degree of reactive responses often at short notice, which often entails the rescheduling of planned activities.</li> <li>2. By the nature of the job a high degree of social media awareness is require.</li> <li>3. In order to conduct our responsibilities, we have full access to client websites and blogs, therefore utmost discretion is required at all times.</li> </ol>