

Blackfen Community Library are excited to be able to recruit for a Social Media and Digital Marketing Lead

### Job Description and Person Specification

Job Type: Part Time 5 hours per week

Salary: Dependant on experience and age

Work Location: Sidcup Area

### Main Duties and Responsibilities

- Support the team with creating and posting Social Media posts and reels
- Manage the scheduling of Social Media
- Work to ensure brand consistency in all digital work through design, tone, voice and terminology
- Create consumer driven, dynamic, thumb stopping content and digital campaigns
- Work to create and implement social media strategies throughout the month
- Generate engaging digital content for the brand including imagery & short form video for use across social networks
- To help to coordinate the marketing and advertising of events and groups through Social Media

### Person Specification

- Ethos and Values: We ask that you are able to work within the values and community focus of the Library's vision and are able to positively reflect these values through your work.
- Good interpersonal skills with the ability to build and maintain working relationships with staff
- Flexible, willing to adapt and a positive attitude
- Good time keeping and organisational skills
- Allowed to legally work in the UK

This job description is a general outline of the job duties and responsibilities and may be amended as NGCT grows and the role develops. This post will consist of other duties that may well be reasonably required from time to time.

### Reporting to

Paula Weston