

Social Media Assistant

Reports to Brand & Marketing Manager

Culture & Values

At Queensmith, we transcend the traditional jewellery-buying experience. Our mission is to revolutionise the world of engagement and wedding jewellery, crafting unforgettable moments for our customers. Our culture revolves around "Be Brilliant," reflecting our relentless pursuit of excellence and innovation; "Be Clear," representing transparent communication, ethical practices, and a meaningful impact; and "Be Unique," celebrating individuality, creativity, and inclusivity. Just as we aim to democratise fine diamond jewellery through quality and value-driven bespoke services, we provide our teams with a similarly customised and exceptional work environment. The essence of Queensmith lies in providing a rewarding work environment and empowering teams to strive for excellence and be their best.

Scope

At Queensmith, we understand that our greatest asset is our exceptional team. As a Social Media Assistant, you will play a crucial role in creating and publishing content on our social media platforms. Your focus will be on building our brand identity by developing engaging and innovative content that is both informative and connects with our audience. You will also assist in building and supporting our social media communities. Your exceptional video editing skills will be utilised to create engaging edits that adhere to trends, and your strong graphic skills will help level up our website and other published content. In this role, you will collaborate closely with the marketing team to maintain a consistent posting schedule, ensuring our brand image is consistently upheld. Your efforts will help maintain strong relationships with our current audience while establishing new connections. We're looking for someone keen to get involved, test and learn, assist and innovate, and help take Queensmith's online presence to the next level.

Responsibilities:

- Assist our Social Media Executive in creating social content for day-to-day social media activities and larger campaigns and content shoots
- Create, curate, and manage published content (images, video, written) across various social media platforms (e.g., Facebook, Tiktok, Instagram, Youtube)
- Own exceptional video editing skills to uphold the brand identity and adhere to current trends.
- Own community engagement and building, as well as engaging with like-minded social accounts
- Collaborate with the marketing team to ensure brand consistency
- Track and analyse social media performance using analytics tools, providing insights and recommendations for improvement
- Stay up-to-date with the latest social media trends, tools, and best practices
- Support other marketing initiatives as needed

Benefits:

Health & Wellness Benefits, Professional Development, Employee Recognition Programme, Paid Time Off & Holidays, Financial Benefits, Workplace Culture Initiatives.

Requirements:

- Excellent knowledge of Facebook, Twitter, LinkedIn, Instagram, and other social media best practices
- Experienced in video editing for social media, YouTube and other marketing purposes
- Strong graphic design skills (experience with Canva, Adobe Creative Suite, or similar tools)
- Creative mindset with the ability to create engaging content and attention to detail
- Ability to work independently and as part of a team
- Excellent verbal and written communication skills
- Comfortable in front of the camera and happy to get involved with presenting or appearing on socials

Other Skills:

- Excellent communication and written skills
- Strong interpersonal skills
- Ability to adapt in a fast-paced environment
- Exceptional creative eye