

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

We're looking for a social media-obsessed extrovert, keen to jump into our social media content creation and wider marketing strategies. This is an exciting opportunity to appear on camera and behind the scenes to help shape an engaging social media presence for the brand, designed to boost brand awareness and attract sales leads. The ideal candidate will be confident in creative ideation and excited to 'host' videos across our social media and website. Video editing and basic graphic skills are a bonus and a keen interest in social media marketing is a *must* — we want someone who regularly consumes social media and is adept at spotting trends before they're trending!

This is an entry-level position, previous professional experience is not a requirement but either a marketing-related degree or proof of your social media skills will enhance your application. We are ideally seeking 2023 and 2024 graduates to apply.

Responsibilities:

- Assist our Social Media Executive in creating social content for day-to-day social media activities, campaigns and content shoots
- Create, curate, and manage published content (images, video, written) across various social media platforms (e.g., Facebook, Tiktok, Instagram, Youtube)
- Edit video content
- Run community engagement and building
- Collaborate with the marketing team to ensure brand consistency
- 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
- Experience video editing for social media is a bonus
- 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, fluent in English
- Confident in front of the camera

Other Skills:

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