

JOB DESCRIPTION

Background

Cross Rhythms media is pioneering an online platform aimed at UK teenagers, called xRhythms. More details can be found at www.crossrhythms.co.uk/xrhythms and www.xrhythms.co.uk/about/

Job placement title

xRhythms Social Media Marketing Assistant

Reporting to

The Social Media Marketing Assistant is managed by the xRhythms Content Controller.

Job placement summary

The Social Media Marketing Assistant will work closely with the Content Controller to promote the blogs and vlogs published on the xRhythms website and create engaging content for our social media channels.

This includes designing and creating posts, writing copy, using a social media management platform to schedule posts, keeping the social media channels updated, seeking out new social media avenues and ways of engaging with audiences.

Responsibilities

- Manage and update social media channels, including Instagram, Twitter, YouTube, and other relevant platforms.
- Create written, graphic, and video content to promote new vlogs and blogs.
- Create YouTube Art and Thumbnails for videos.
- Design and create other social media content.
- Upload and schedule posts on social media management platform.
- Work with team to develop and implement social media campaigns and strategies.
- Create other design posts and work on team projects as required.

Note: Your Placement will take place at our HQ in Stoke-on-Trent, and we will aim to help you find suitable accommodation if required. Additionally, in light of COVID restrictions, we may offer you to undertake your Placement remotely/virtually, for all or part of the 6 months.

Skills, experience and qualifications

Experience with major social media platforms, Understand of Search Engine Optimisation, Copywriting, Attention to detail, Strong verbal and written communication skills, Teamwork, Computer literate, Eye for design, Graphic design, Experience with Adobe Create Cloud (desired but not essential).

Employment support and training

You will be mentored, trained and supported continuously by the xRhythms Content Controller.

That support and training will help develop your skills to fulfil your role. You will learn how to use any equipment and software relevant to your role and be given initial and ongoing training to develop those skills.

You will gain plenty of experience working in the media environment and producing media content for publication. This will develop your skills in: hitting deadlines, researching, interviewing and/or communicating with other participants, and producing quality content.

In addition we will help to develop your CV writing skills, interview techniques, CPD skills and communication and teamwork skills. You will also be enrolled on the Staffordshire Chambers of Commerce Kickstart Network – this network will provide monthly networking events and CPD development sessions once a month for your Kickstart placement, which will help you to develop your employability skills as well as network with like-minded placements.

We will provide you with any equipment you might need to fulfil your role.

Working pattern and contracted hours

Part-time, 25 hours per week. Monday – Thursday, 10am – 5pm (including 45 minutes unpaid lunch).

Salary

National Minimum Wage/Living Wage as appropriate.

How to apply

To apply you must be 16-24 years old and be on Universal Credit.

Interested applicants should email hr@crossrhythms.co.uk to express their interest directly to us.

Then you need to apply by telling your Work Coach at your local job centre that you are interested in the **xRhythms Social Media Marketing Assistant** role at **Cross Rhythms** in Stoke-on-Trent (**ST1 1HE**). Your Work Coach will then refer you to the job.

Closing date for applications: 31st July 2021.

Anticipated start date: 9th August 2021.