

Marketing/Communications Executive with Scottish Slimmers

Key Responsibilities:

Social Media

- Manage Facebook and Twitter accounts/pages; answer questions; post/share messages
- Maintain Scottish Slimmers Forum (internal website)
- Research to keep abreast of new ways of communicating with our community.
- Manage You Tube – creating training films, communicate new videos
- Communicate new products, services etc on FB and Twitter
- Set up competitions on FB and Twitter, choose winners, communicate with winners, send prizes

General PR

- Interviewing/writing success stories for national, local, internal media
- Issue press releases as required to local and national press for success stories/new services etc
- Write feature articles for newspapers and magazines
- Write for magazine inserts/organise images/recipes
- Organise photo shoots and maintain library of images
- Local PR – help Class Managers promote classes in their local area via FB, websites, press releases

PR/Event Management

- Coordinate annual Slimmer of the Year competition
- Promote SOY internally and externally
- Manage database for entries
- Communicate with entrants
- Communicate winners on FB/Twitter/Media
- Write up copy for semi finalists
- Organise Semi Final/Final and manage the overall delivery of the event on the day

Website

- Write/gather images and post new articles
- Upload articles to website and social media platforms
- Maintain webstore
- Manage forum – answer questions/post new products etc/research polls

Marketing

- Working within the team to support the marketing of the network of classes
- Assist with the development of marketing processes over time.
- Contribute ideas for improving marketing standards and processes.
- Perform market, competitor and internal research
- Providing a positive, friendly and efficient interface with marketing department customers
- Placing advertising and answering advertising sales calls.

Starting salary of £15,500-£17,000 is dependent on skill-set and experience. This is a 12 month placement with real potential for a permanent role thereafter.

Holiday entitlement: 25 days plus 5 public holidays and 6 Christmas holidays