



<https://universalwebdesign.co.uk/job/social-media-specialist/>

## Social Media – Expert

### Description

Job Description

About Universal Web Design

Universal Web Design is a multi-award-winning digital marketing company

Our offices are based in Colchester, Essex

Ample on-site parking

Over 600 clients

Mostly Essex based clients however some are national, international and global companies

Universal Web Design is looking to reach 1,000 clients by November 2020

We Expect

Someone who is punctual and early to work

Works above and beyond expectation

Fast and efficient

Ambitious to grow and learn as a person and other skill sets

Be able to speak with customers with confidence and can look after clients

Reliable and organised for yourself colleagues and clients

Professional in an office environment

Confident to call people you do not know

Able to deal with issues if they were to arise

Ambitious in your career and wanting to grow in role and remuneration

Hungry and eager to grow a highly profitable client base

Willing to work extra hours if needed

Expectations

To look after up to 200 social media clients

To keep customers up to date with their account & informed of their progression

To inform clients of their profile improvements

To help businesses generate more sales/enquiries online

To ensure customers are always happy

That all content is of a high quality

Images are clear, clean, smart and brand-related

Written information is grammatically correct

To attend business networking events

To build a strong and loyal customer base

General Work Tasks

Creating social media accounts / Producing social media updates

Using content management systems

Liaising with clients

Sourcing suitable images for social media

Increasing the following of social media accounts / Growing social media profiles

Developing the engagement within social media accounts

Driving traffic to customers websites from social media

Assessing social media reports / Google Analytics reports

### Hiring organization

Universal Web Design

### Employment Type

Part Time

### Beginning of employment

Immediate

### Duration of employment

Ongoing

### Industry

Digital Marketing

### Job Location

Unit 5, Block B, Nesfield Road, CO4  
3ZL, Colchester, Essex, England

### Working Hours

Monday, Wednesday, Thursday &  
Friday = 10.00am to 16.00pm  
(Tuesday, Saturday and Sunday =  
Days Off)

### Base Salary

£ 10 Per Hour

### Date posted

April 17, 2020

Monitoring user activity on websites  
Keeping an eye on social media posts  
Understanding social media engagement  
Responding to social media posts  
Addressing any negative reviews / Growing positive reviews  
Increasing conversion rates  
Tracking click-throughs

#### Company Benefits

Mileage  
Birthday Cake And Prosecco  
Training  
4 Screen PC's  
Team Meals  
Employee Of The Month  
Client Discounts At Restaurants and Shops  
Discounts At All Major Shops And Restaurants  
Qualifications  
Paid For Networking  
Business cards  
Christmas Meals  
Company Car / Company Mobile (If Qualified)  
Bonuses  
Commissions  
Rewards For Goals Met  
Free refreshments  
Discounted GYM Membership

#### Arrival Time

To be at our offices a minimum of 15 minutes before your start time.

#### Working Hours

Monday, Wednesday, Thursday & Friday = 10.00am to 16.00pm  
Tuesday, Saturday and Sunday = Days Off

#### References

References from previous employers are ideal  
The contact details of any past employers are essential if applicable

#### Benefits:

Bonus scheme  
Casual dress  
Employee discounts  
Company pension  
Subsidised gym membership  
Company events & social hours  
Profit-sharing/share options  
On-site parking

Job Type: Part-time

Salary: £10.00 /hour