

Job title: Content Creator Volunteer

Employer: Swindon Tuition Centre Ltd

Date of commencement of employment: ASAP and Ongoing start dates

Main place of work: Home Based
Or 138 Victoria Road, Old Town, Swindon, SN1 3BU

Type of contract: Voluntary

Hours: Minimum of 4 hours per week. Hours to be arranged, they can fit around school holidays or other commitments.

Job purpose: Swindon, Bristol and Cirencester Tuition Centre are looking for volunteers to creatively contribute to their social media pages, website design and marketing plan in order to raise awareness of the company brand and services on offer. This is an incredibly worthwhile placement that will enhance your range of digital marketing skills and showcase your ability to work for a growing local business.

DUTIES

Core Duties

- To support the company in their marketing outputs by creating engaging content for Facebook, Instagram and twitter.
- To schedule social media posts so that clients are well informed about all the services and activities available.
- To plot scheduled and completed posts on the Marketing Calendar.
- To create Facebook and Instagram posts that are aimed 75% towards the Private Tuition Provision (Maths, English and Science Tuition for SATs, GCSE and A level) and 25% towards the Alternative Provision (nurture group, SEMH provision, school intervention, holiday club, home ed class).
- To create additional Forest School posts for the seperate Dream Wild Forest School social media pages.
- To create social media posts using the company branding- logos, colour themes, fonts - to build on the familiarity of the brand image.
- To use trending hashtags and other marketing strategies to help us to reach a wider audience.
- To create posts and posters that encourage people to engage, comment and share the content.
- To complete ad hoc social media research. This would include keeping an eye on general social media trends, and other local and national tuition businesses are using social media channels to engage with their audiences.
- To check off designs with their line manager before finalisation.

- To take part in 3 monthly Plan/Review Meetings, feeding back to the Business Manager details of what content works best for each channel/audience and recommending ways that we can build and develop our online presence.

Essential Skills

- To work proactively and independently under minimum supervision.
- To use their creativity skills to design eye-catching posts.
- To possess strong writing and editing skills with good attention to detail.
- To have good IT skills and be willing to learn.
- To have an enthusiastic and positive approach to working towards the company's mission and vision.
- To hold an interest in the education sector, with the specific ability to create content relating to tuition, education and learning.

Bonus Skills – Do you have one of the following?

- Ability to create Facebook/ Google ad campaigns for various audiences and purposes.
- Ability to monitor activity and analyse interactions across social media outlets.
- Interest in writing blog posts.
- Ability to develop their knowledge of marketing practices to improve the company's marketing outlets.
- Web design experience/ interest
- Willingness to assist the Business Manager in creating and maintaining a Strategic Marketing Plan.

What training and support can I expect?

A full induction to help understand the role and how it fits into the wider organisation. The Business Development Manager will give you support including fortnightly telephone catch ups and 3-monthly planning/reviews.

How do I apply? You can initially apply by submitting you Indeed CV. Suitable Candidates will be invited to complete the full STC application and meet the Business Director/ Business Development Manager for an informal interview. To ensure suitability for the role, successful candidates will be required to complete a DBS check if they are not already signed up to the DBS Update service.

What benefits can I expect?

- An introduction to marketing and communications within a growing local business.
- Gaining an understanding of social media communications within the Business Sector.

- Ability to learn new skills and/or maintain those you have.
- Valuable work experience and a chance to improve your CV.
- Opportunity to increase your confidence in bringing new ideas to the table and be recognised as an 'expert' in your field.
- Travel costs paid (for 3 monthly meetings).
- Meetings available over Zoom if preferred.
- Opportunity to complete the free training: Social Media Marketing (20 hours short course) via Oxford Home Study – expected to be completed in own time.
- Invited to company events.