

# Claremorris Community Radio is seeking a Social Media Assistant (TUS/RSS Scheme)

## Position Overview:

We are looking for an enthusiastic and creative individual to join our community radio station as a Social Media Assistant. In this multifaceted role, you will be responsible for managing our social media platforms and creating engaging and visually appealing content to connect with our audience. This is a fantastic opportunity for someone who is passionate about social media & graphic design and wants to contribute to our community-focused radio station.

## Key responsibilities:

- Assisting in managing our social media platforms, including Facebook, Twitter, Instagram and YouTube
- Regularly update our social media accounts with compelling content, such as news, events and interviews.
- Engage with our audience by responding to comments, messages and inquiries in a friendly and professional manner.
- Create captivating visual content for our social media platforms using design software like Canva, Photoshop, or Publisher, ensuring that our posts are both engaging and visually appealing.
- Collaborate in the planning and executing social media campaigns to promote our station's programming and initiatives.
- Assist with creating and editing content, such as photos, videos and interviews to share on social media.
- Interact with our local community and relevant stakeholder to gather content ideas and foster engagement.
- Attend station events and community gatherings to capture content and share updates on our social media platforms.
- Monitor social media analytics to track the performance and engagement of our posts.
- Assist in preparing reports summarising social media metrics and provide insights for improvement.

## Qualifications and skills

- No specific qualifications or prior experience required – we welcome individuals from diverse backgrounds and levels of expertise.
- Passion for social media and a good understanding of popular platforms.
- Basic knowledge of content creation, such as image editing and video editing
- Familiarity with using social media for personal use.
- Ability to work well in a team and take directions from the manager

Full training, guidance and support to help you excel will be provided.