



Job Title: Junior Digital Consultant
Reporting to: The Directors
Salary: Dependent on skills/experience
Tenure: Permanent
Hours: Full time - 37.5 hour working week (with flexibility required)

Purpose of role

To assist the Directors with:

- delivering a quality creative and commercial service to Moledro's clients helping them to use digital and social media to achieve their business objectives; and
- developing Moledro's business by expanding our client base and continually updating and improving the services we offer to clients.

Principal duties and responsibilities

Digital marketing

- Assist with preparation of digital strategy collateral and client presentations
- Contribute ideas for and assist with development of digital campaigns
- Liaise with clients and/or brand partners to ensure successful delivery of digital campaigns
- Carry out any administrative/logistical tasks required to support digital campaigns

Social media management

- Assist with preparing social media posting plans for clients and Moledro's own social channels
- Assist with social content creation
- Contribute ideas for social tactics and campaigns to increase our clients' social followings and engagement levels
- Prepare weekly social media reports for clients
- Collect and analyse social media stats/analytics
- Carry out research on new apps/networks and new features on existing apps/networks

Online promotion/influencer marketing

- Help identify brand-relevant or song/artist-relevant (as applicable) social influencer targets
- Assist with development of social influencer campaigns
- Pitch brand campaigns to social influencers and liaise with them to ensure influencer content is consistent with campaign objectives and client's brand
- Liaise with clients to update them on campaign progress and ensure smooth delivery of campaign objectives
- Work with the directors to build strong relationships with social influencers and to expand our network of social influencers
- Ensure social influencer databases are up to date and accurate

Events

- Attend and/or help prepare for client or industry events (e.g. gigs, industry conferences, meetings with the major social networks) as required
- Assist with planning and managing of Moledro events

Business development

- Carry out research on potential clients and identify potential targets for follow up with the Directors
- Help maintain contact with existing clients, create and maintain target client lists
- Assist with preparation of client pitches as requested
- Attend meetings with potential or existing clients as required

General

- Stay up to date current digital marketing and social media trends and developments in the sectors Moledro operates in
- Take on additional administrative or logistical tasks as requested by the Directors

Personal Specification

Qualifications

Essential	Desirable
Educated to degree level or able to demonstrate equivalent experience or technical qualifications	Degree in a marketing, PR/comms, music, business or humanities subject

Skills

Essential	Desirable
Computer proficient and adept at using Microsoft office or Mac packages (particularly word, powerpoint and excel or Mac equivalents)	Web design/development skills
Basic HTML skills	Advanced HTML skills
Basic video and photo editing skills	Advanced video and photo editing skills and/or graphic design skills
Excellent oral and written communication skills (including copy writing and proof reading skills)	Proficiency in a foreign language (particularly Spanish, French and/or German)
Numerate with the ability to understand and analyse social media stats/data	
Great attention to detail	

Interests and experience

Essential	Desirable
Some experience (including unpaid) working in the creative industries (particularly music or TV) and/or at a digital or marketing agency	Experience of using social media in a business or commercial context
An active user of social media with a strong interest in social media's creative and commercial uses	Organising events (whether paid or unpaid)
Passion for digital and social media	Passion for music, the entertainment industry and/or fashion
Excellent awareness of social networks/apps and their key features	
Broad range of interests and good general knowledge and awareness of current event	

Personal qualities

Essential	Desirable
Able to relate to people from a variety of different backgrounds, levels of seniority and occupations	Good sense of humour
Imaginative and creative whilst also being practical	

Entrepreneurial, ambitious and self-motivated with a strong work ethic	
Highly organised and welcoming of responsibility	
Positive, proactive and problem-solving approach	
Thrives working under pressure, enjoys fast-paced environments and able to effectively juggle multiple priorities (being self-sufficient whilst also knowing when to ask for help)	