

Digital Marketing Assistant

Hours: Part Time (20hrs per week)

Salary: Dependent on experience

Location: Hereford, UK

The Christian Broadcasting Network Europe is part of a global organisation with its UK office based in Hereford. It is our vision to share the Gospel to all nations, and disciple through TV programming, multimedia, humanitarian outreach & prayer centres, in a relevant & practical way. CBN Europe is an exciting, vibrant place to work and we are looking for staff to join our expanding team.

We are looking for a Digital Marketing Assistant responsible for developing CBN's Digital strategy including all of our Social Media efforts. You will work to monitor, analyse and optimise our activity and build our brand in the digital space.

What will you be doing:

Proposing, planning and executing our social media strategy, helping us increase our followers, engagement and impact across all platforms.

Monitoring social media engagement, and respond in a timely, appropriate manner, according to CBN's values.

Working closely with our Production team to plan and execute video campaigns.

Analysing, reviewing and reporting on effectiveness of campaigns in order to maximize results

Keeping the Marketing team up to date with our campaign content plans as well as the latest trends, social innovation and behaviours on our social channels.

Regularly reporting and giving feedback and insights gained from social media monitoring.

Managing Facebook Ads and Google Adwords.

What we are looking for:

An enthusiastic team player with a genuine passion for social media.

Someone attentive to social media trends and culture, always looking for fresh ways we can engage with our audience within social media.

Someone with excellent writing skills who knows how to take great imagery and video. Photoshop skills would be advantageous.

Someone with impeccable organisation/project management skills and ability to keep projects moving and ensure deadlines are met.

Someone with strong numerical know-how for reporting and analysing stats.

Please send your CV with covering letter to Allen Carter at jobs@cbneurope.com. Applications close Thursday 22nd June 2017. Interviews will take place week commencing 26th June.

@CBNEurope