



Application deadline: 10/02/2022

Job Title: Social Media Specialist **Part Time | 24 Hours**

Salary: £12,500 - £18,500

Benefits:

- Casual dress
- Flexible schedule
- Work from home
- Free Gym Membership
- On site parking.
- Earn additional commission

Schedule: 2 Days at the office, 1 Day WFH

Education: GCSE or equivalent (preferred)

Experience: Social Media Marketing: 2 years (preferred)

Work remotely: Yes

Our Journey:

HyGYM was founded in 2020 from a single garage in Melksham, Wiltshire on a mission to help keep gyms open during the global pandemic, and support mental health. We originally provided PPE equipment for gyms. Quickly realising that whilst PPE equipment was invaluable for gyms, the spread of Covid-19 would close all gyms in the UK for some time.

So the mission changed. As gym-goers ourselves, we knew that not having access to gym equipment would have a significant impact on both the physical and mental health of many people. In just two years we have become a well recognised brand in the home gym world, worked with celebrity clients and partnered with some of the biggest brands in the world. If you would like to take the next step with us in our journey, please read further and kindly apply via our website you can view our 18 month story [here](#).

Job Description:

As HyGYM's Social Media Manager & Content Specialist you will be responsible for developing, implementing and managing our social media strategy, content and influencer marketing program across the UK and Ireland. There will be a key focus on designing strong content and copy that resonates with our target audience and builds out strong customer loyalty in the community. You will feel rewarded helping encourage people to start their fitness journey supporting with physical and mental health.

Knowledge & Skills:

- Positive attitude, detail & customer-oriented focus with good multitasking ability
- Desire to learn new things, be proactive and passionate about content, social media and the community of customers
- Strong analytical capabilities with demonstrated experience using Facebook Business Manager & Google Analytics.
- Demonstrated experience with Facebook, Instagram, Pinterest, TikTok & other social media channels
- Experience with Photoshop/Canva
- **Strong** copy writing, presentation development and verbal presentation skills. You must be a lover of copy and content!
- Experience and proficiency with computer applications such as Google and Microsoft Office suites (Word, Excel, PowerPoint)
- Commercial acumen and a strong understanding of sales
- The ability to work well from home. This role will be at least two days per week in our Melksham office.

Qualifications & Experience:

- A minimum of 3 years experience in a marketing/digital marketing/social media role.
- Proven experience in working for an e-commerce brand.
- Extensive experience creating digital content across a range of channels
- Experience working in a role that requires strong copy skills
- Proven experience achieving revenue and customer acquisition targets.
- Experience building and developing brands through the use of Social Media

Key Responsibilities:

- Work closely with our in house graphic designer, PPC advertising specialist and communicate well with the team.
- Develop, implement and manage social media strategy across Instagram, Facebook and other channels (create engaging, responsive and captivating social media content)
- Manage & own social media calendar from creative content creation to copy creation.
- Develop and implement a new social media strategy across Pinterest, TikTok and YouTube.
- Help manage our existing community, be supportive, transparent and highly engaging towards our community across all social media channels.
- Report regularly to the team and management about customer needs to develop smooth customer experience.

- Develop, implement and manage influencer marketing strategy. Research, reach out and build relationships with relevant influencers to develop regular UGC, content to be used across all digital channels.
- Manage relationships with partnering companies (CSR, same/similar target audience company partnerships). Collaborate on joint competitions.
- Help create content for regular newsletter campaigns.
- Understand target audience and unique customer personas. Use existing data to analyse what's working and what's not.
- Collect, analyse, and create reports from available digital data sources.
- Be on hand to assist Head of E-commerce with digital marketing project queries.
- Have a big passion for Social Media, Copywriting and E-commerce.
- Contribute to E-commerce promotions throughout the year.
- Contribute to the production of photo & video shoots.
- Analyse market trends and competitor activity.
- Stay up to date with the latest social media best practices, influencer marketing and digital marketing technologies.
- Assess and report social media & influencer performance bio weekly.
- This role will report to the Head of E-commerce & Digital Marketing of HyGYM and work collaboratively with General Manager.
- Manage & collaborate with external digital marketing agencies or freelancers to ensure the digital marketing strategies are carried out in accordance with the annual plan.