



# THE THIRD ESTATE

## Role Description

<b>Role</b>	Social Media Assistant (volunteer)		
<b>Reporting To</b>	<i>tbc</i>	<b>Location</b>	<i>To be agreed</i>
<b>Duration</b>	1 - 2 days per week for minimum 3 months	<b>Start date</b>	<i>To be agreed</i>

### Context

The Third Estate is a small business that has been trading since 2005. We sell clothing and footwear that adhere to a number of criteria – the most important of which is that no animal ingredients are used in the products and that they are produced in non-sweatshop conditions. Wherever possible, we try to find products that are also made from environmentally-friendly or recycled materials, made in a sustainable way or made within the UK.

Although we are a profit-making business, we are customer focussed and not sales-led. The ethical and environmental aspects of what we do are of paramount importance.

### Overall Purpose of the Role

The Social Media Assistant will assist in monitoring, managing and growing the business' social media accounts and campaigns while upholding the philosophy of the business.

This role would suit someone who is looking to gain insight into the social media requirements of a small, ethically-focussed retail business.

### Main Duties and Responsibilities - may include assisting with:

- > the organisation and integration of our social media accounts.
- > the monitoring and management of our social media channels, including Facebook, Twitter, Google+ and Instagram. This will include acknowledging comments, responding to queries and dealing with complaints.
- > the regular update of our monthly newsletter.
- > the planning and implementation of online marketing campaigns.
- > sourcing and production of engaging content to ensure the blog and social media channels are up to date, relevant and interesting.
- > driving and managing social media campaigns from content creation, to measurement of campaign success.
- > proof reading content, including but not limited to social media posts, blog articles and press releases.

### Qualities (required)

- > Able to listen and follow instructions.
- > Able to work as part of a team, possibly remotely.

- > Confidence with computers.
- > Creative.
- > Experience of business/organisational use of Facebook, Google+, Twitter, Instagram.
- > Flexible.
- > Good attention to detail.
- > Interest in animal-free products.
- > Interest in footwear/clothing.
- > Interest in non-sweatshop produced products.
- > Punctual and reliable.
- > Thorough.
- > Well organised.
- > Willingness to ask questions when something is not clear.

### Qualities (preferred)

- > Ability to draw by hand or design using graphics package.
- > Experience of social media platforms.
- > Experience of creating media campaigns that are informative and honest. Knowledge of animal-free products.
- > Knowledge of non-sweatshop produced products.
- > Knowledge of footwear/clothing.

### We can offer you

- > The opportunity to learn more about The Third Estate and contributing to what we do and how we do it.
- > Hands-on experience.
- > Instruction in all required tasks.
- > Full support and supervision throughout your placement
- > Possibility to find or create tasks/projects to provide experience you require for your career or academic goals.
- > Reference for your next employer.
- > Reasonable travel and lunch expenses paid.

### Practicalities

- > **Frequency:** one or two days per week depending on availability. Possibility that the days worked each week can be flexible, if desired.
- > **Duration of placement:** variable (ideally 3 month minimum including a 2 week trial period)
- > **Expenses:** reasonable travel expenses, and lunch (up to £5)
- > **Location:** to be agreed.
- > **Anticipated start date:** immediate.
- > **Contact:** [admin@thethirdestate.co.uk](mailto:admin@thethirdestate.co.uk)