

**Social Media and Marketing Assistant**  
Wrexham, Wales  
25 Hours per week - Government Kickstart Scheme



**About Direct Access:**

Established in 2004, Direct Access is a leading disability accessibility consultancy advising Architects on accessibility of new builds and building owners on how to enhance accessibility of existing buildings. Since 2019 we have supplied a range of ancillary aids and PPE equipment for disability and third sector organisations, Housing Associations and Local Authorities.

We are a disability confident employer. All of our team have a disability and we welcome applications from anyone who meets the Kickstart scheme criteria found at <https://www.gov.uk/government/publications/a-plan-for-jobs-documents/a-plan-for-jobs-2020>

**About the role:**

We are about to move to new premises in North Wales at Rhosrobin, Wrexham as we expand our range of products and services. We are investing in a new filming studio to support our social media strategy geared towards enhancing accessibility. We are also working with an external agency to launch a new ecommerce site and update our existing site. This is therefore an ideal working environment for someone who is keen, forward thinking, and proactive.

As the Social Media and Marketing Assistant you will be supporting the Director in managing our social media accounts (Facebook, Twitter, LinkedIn, Instagram). You will need to post disability related content and stories, generating traffic to our sites. You will learn how to create videos and graphics that get attention.

**In this role, you would:**

- Work under the direction of the Director to help reach the company's marketing goals and objectives.
- Write engaging marketing copy for online campaigns, website, social media, blog and email campaigns.
- Create relevant marketing content to the target audience.
- Create films and subtitle these.
- Improve SEO and the performance of our online presence.
- Conduct regular keyword research, ensuring that our content is relevant and engaging with the target audience.
- Design marketing materials such as digital brochures, case studies and adverts.
- Contribute to the development of our new websites.
- Research potential clients and produce Excel sheets and client profiles of potential leads.
- Running various social media platforms - creating exciting content and engaging target audiences.
- Assist in marketing research and event planning.

**For this role, you will need:**

- Excellent communication skills and attention to detail.
- A creative mind-set.
- Excellent organisational skills.
- Proactive and enthusiastic personality with a willingness to learn.
- Proficient in Word, Excel, Outlook and PowerPoint.
- Competent using WordPress CMS and Adobe Creative Suite.
- Ability to work to deadlines on your tasks.

To apply: submit your CV to [info@accessaudits.com](mailto:info@accessaudits.com)

Deadline: 5pm Monday 31 August 2020.