

Careers



Social Media Designer

Full time, based in London

As a Social Media Designer, your primary focus will be responsibility for updating and creating content for output on a variety of CST media channels. You will take the initiative to suggest the day-to-day interactions with followers via social media channels including Facebook, Twitter and Instagram. You will also be responsible for developing and building up relationships and engagement with existing followers.

Your secondary focus will be writing regular communications to all of CST stakeholders that explain CST's work on behalf of the community. You may also provide background research for public affairs and communications work. You will work closely with the Brand & Marketing Manager to design content for social media and to assist with additional design needs.

Duties include:

- Lead the development and delivery of social media strategies
- Accountable for the growth of social media networks and audiences
- Responsible for developing relationships with relevant social media influencers
- Responsible for the organisation and scheduling of social media content
- Responsible for writing and editing all content for CST's social media platforms (Facebook, Twitter and Instagram)
- Managing the daily content of the website
- Responsible for editing and publishing content on the website
- To work closely with the Brand & Marketing Manager when designing content for social media
- To lead on the production, design and distribution of online newsletters
- To support the wider organisation's design needs

The ideal candidate should have:

- At least 2 years' experience in a related field
- Good knowledge of Adobe Creative Cloud suite (InDesign, Illustrator and Photoshop)
- Good understanding of print processes
- Good understanding of website content management systems
- Ability to work to tight and demanding deadlines
- Excellent communication skills with a natural ability to build strong relationships
- Proactive in seeking new areas to develop and respond quickly to breaking news
- Exceptional problem-solving skills with a persistence to see issues resolved
- Superb organiser with a professional and mature manner
- Proactive and results orientated with the determination to see projects through from start to finish

Applicants are invited to submit their CV together with covering letter to careers@cst.org.uk, writing 'Social Media Designer' in the subject heading.

Closing date for applications: 28 February 2020 but may close earlier if a suitable candidate is found.