



Marketing and Social Media Assistant

Job Types: Full-time, Part-time

Salary: £18,000.00 per year

Job Purpose

Administration role with particular emphasis on social media, marketing, and comms work. Job primarily based in Dundee, however with flexible working during COVID19. There will be a standard probationary period of 3 months. There may be the requirement for occasional travel.

Job Description

You will be supporting the Office Manager and the wider team in social media and comms work to create engaging content for a company's social media presence, including keeping social media channels updated and brand-focused, and seeking out new social media avenues and ways of connecting with audiences. All these activities need to be carefully tracked and reported upon at regular intervals and involve the handling of sensitive personal data. You will also be supporting with general administration tasks of the Office Manager.

Skills and Experience

Essential

- Evidence of your role managing social media channels
- Experience creating content that promotes audience interaction, increases audience presence on company sites, and encourages audience participation
- Ability to analyse and report audience information and demographics, and success of existing social media projects
- Experience in working with digital marketing and comms work
- Good general IT skills - ability to use a PC/laptop including Microsoft office packages, file sharing systems, and email
- Good communication and organisation skills
- Ability to work as part of a team
- Evidence of your aptitude for detail, and accuracy
- Evidence of excellent English grammar/ writing skills

Desirable



- Experience working in social media marketing specifically within the health sector
- Experience of public engagement through digital platforms
- Knowledge of Facebook business manager and Google Ads
- Experience in communicating with members of the public
- Experience handling sensitive personal data
- Knowledge of diabetes

Person Specification

- Positive outlook
- Motivated
- Proactive
- Flexible
- Pride in your work
- Keen to make a difference
- Ownership of tasks
- Able to work independently or as part of a team
- Excellent inter-personal and communication skills
- Integrity and honesty

About us

MyWay Digital Health (MWDH) is an ambitious, rapidly expanding digital health company with a goal to improve the lives of people living with diabetes through our data-driven, award winning MyDiabetesMyWay self-management platform.

We are looking to transform diabetes care globally, delivering knowledge and advice to people with diabetes and healthcare professionals thereby improving care quality, saving lives, and saving money. Life at MWDH is challenging and rewarding! [check out more at mywaydigitalhealth.co.uk]

Contact us

For any further details, please email us at info@mwdh.co.uk.