### Job Title: Assembly Constituency Multi Media Assistant

**Location:** Remote/Portadown based

**Job Type:** Part-Time (1 year temporary with the possibility of becoming permanent)

**About the Role**:

We are seeking a creative and proactive Multi Media Manager to monitor, manage, and promote a personal brand across various media platforms. This role involves curating content, engaging with followers, analysing social media trends, and executing strategies to grow the online presence and influence of an individual.

The ideal candidate will be passionate about all forms of media, possess excellent communication skills, and have a strong understanding of current multi media trends and best practices along with political knowledge.

**The role includes (but is not limited to):**

* Content Creation & Management: - Develop, curate, and schedule engaging content (text, images, videos, etc.) tailored to various social media platforms (Instagram, Twitter, Facebook, LinkedIn, TikTok, YouTube, etc.). - Ensure all content aligns with the personal brand's voice, style, and messaging. - Collaborate with the individual to generate authentic and compelling content ideas.
* Social Media Monitoring & Engagement: - Monitor social media channels for mentions, comments, and direct messages. - Engage with followers, respond to comments, and manage interactions to build an engaged community.
* Strategy Development & Implementation: - Develop and implement social media strategies to increase followers, engagement, and overall brand awareness. - Utilise social media tools to track performance and optimise content for maximum reach and engagement.
* Analytics & Reporting: - Analyse social media metrics and generate regular performance reports to track growth and engagement. - Provide insights and recommendations based on data to improve content and strategies.
* Interaction Management: - Monitor online mentions and manage the individual’s reputation by promptly addressing any negative comments or situations. - Proactively build a positive brand image through thoughtful and strategic content.
* Providing general admin support (typing, emails, phone calls, distributing mail, filing, photocopying, etc.)
* Organising and providing secretarial support
* Updating/maintaining databases
* Managing and monitoring incoming calls and enquiries
* Gathering relevant information to assist with resolving cases
* Providing information/advice to constituents on range of issues
* Drafting letters/correspondence
* Managing and progressing portfolio of casework appropriately
* Ensuring enquiries are dealt with sensitively and confidentially
* Other duties as required in support of the MLA carrying out their Assembly duties

**Essential Criteria**

* + Proven experience as a Social Media Manager, Digital Marketer, or similar role. - Strong understanding of social media platforms, trends, tools, and analytics.
	+ Excellent communication, writing, and creative thinking skills.
	+ Ability to work independently or with a team and manage multiple tasks efficiently.
	+ Experience with content creation tools (e.g., Canva, Adobe Creative Suite, meta business suite), social media management tools (e.g., Hootsuite, Buffer), and analytics tools (e.g., Google Analytics, social media insights).
	+ Experience in an office environment.
	+ Right to work within the UK
	+ At least two years’ experience of contributing to strategic planning in a workplace.
	+ Proven previous experience of dealing with members of the public on the telephone and in person.
	+ Demonstrate IT skills with significant experience in Microsoft office.
	+ Ability to work flexible hours (including unsocial hours) within contracted hours between Belfast and Portadown
	+ strong commitment to Ulster Unionist Party values

**Desirable Criteria**

* Experience with caseworker system.
* At least one-year experience of working in a political environment.
* Full UK driving licence
* Experience dealing with departments, public bodies and agencies.
* Experience with general public in order to provide advice.
* Knowledge of the Upper Bann constituency area (geographically and politically)