

SOCIAL AND CONTENT SPECIALIST

About Equippd

At Equippd we design, install and support the very best technology for high-end residential homes. We're an energetic, dynamic team with a passion for quality and exciting, bespoke technology solutions. We work with homeowners, architects and interior designers to deliver some of the very best in home technology, from smart lighting to home cinema, and everything in between.

The Role

We are looking for an enthusiastic and talented individual to join our growing team on a freelance basis as a social and content specialist. In this role you will deliver and report on our existing social campaigns and strategies, as well as act as a brand ambassador and plan implement future content and in-house marketing strategies. The ideal candidate will have proven experience in creating, delivering and reporting on campaigns with the inclusion of experience in the luxury market. You will have an excellent understanding of social media platforms and be confident to work both independently while collaborating with our team of amazing freelancers and content creators.

Office Address - 145b Walton Road, East Molesey KT8 0DU

Job Type - Freelance- 6 Month Rolling Contract

Hours per Week: 16 Hours

Flexible Working: Two days per week, one day in the office (ideally a Monday)

Hourly Rate - £12- £14ph

Travel & Expenses: £200p/m allowance on company card

Primary Responsibilities:

- Researching, creating and scheduling posts / stories and reporting on Instagram and other social accounts
- Coordinating with our freelance content writers to schedule and review copy for socials
- Organising photography / testimonials of completed projects for our website and social pages and coordinating with the Engineering team to gather 'on the ground' footage for use in Instagram stories
- Strategising with the management team to create innovative campaigns to boost interaction, grow our audience and improve community engagement. This may include research into new platforms / opportunities.
- Reviewing, managing and uploading new content to our website (projects, testimonials, journal entries)
- Content created to focus on ultra-high end residential market with premium photography and videography (either captured in person, sourced through third party or purchased online)
- Partnership outreach to ultra-high-end companies in similar spaces for collaboration opportunities
- Managing Equippd's website content, including updating existing and adding pages where required



Essential Requirements:

- Excellent knowledge of social media platforms and paid advertising
- Digitally literate with proven experience in developing, delivering and reporting on marketing campaigns
- PR experience is ideal, but not mandatory
- Direct response marketing experience is desirable
- Enthusiastic and a great team player with the ability to work independently
- Excellent communication and interpersonal skills
- Requirements: 1x post/reel + 1x story per week, LinkedIn: 1x per month
- 2+ years' experience of social media design and editing (either agency, in-house)
- Degree in graphic or digital media design (beneficial but not essential)
- Demonstrated excellence in writing, proofreading, and editing
- Excellent research, organisational, and time management skills
- Strong listening and communication skills
- Ability to work efficiently without compromising quality or accuracy
- Monitoring social media and company website metrics

Software Requirements:

- A master of Adobe Creative Suite
- Expert knowledge of Social media platforms: *Instagram, LinkedIn *
- Video editing skills (Premiere Pro etc)
- Design skills (Photoshops/Illustrator/Sketch/Canva)
- Experience in WordPress and being able to navigate the back-end of the platform

Some of the perks for being part of Equipppd

- Travel card allowances on company card
- Great company ethos and working with a passionate and diverse team

In order for your application to be considered, please submit a Cover Letter answering the below questions. These questions are an opportunity to think differently, creatively and draw inspiration from the world around you.

1. Where did you hear about Equipppd?
2. Please tell us about yourself? Why are you interested in this role? What do you want for your future career?
3. What's happening in the UK which really excites you right now?



4. We believe that technology and innovation should empower people to live their lives in better ways. Tell us about a product or service you use which has had a positive impact on how you live your life. And how might you improve it to have a greater impact in other people's lives too?

We want to find people who believe in our goals and feel inspired enough to grow while they're here to fill the role. We encourage you to apply with your cover letter and CV and show us what you've got.

Equippd LTD is committed to promoting equal opportunities in employment. You and any job applicants will receive equal treatment regardless of age, disability, gender reassignment, marital or civil partner status, pregnancy or maternity, race, colour, nationality, ethnic or national origin, religion or belief, sex or sexual orientation (Protected Characteristics).

