

## Social Media & Marketing Assistant



**Location:** Coolings Nurseries Ltd  
The Gardener's Garden Centre  
Rushmore Hill  
Knockholt  
Kent  
TN14 7NN

Rushmore Hill,  
Knockholt, Sevenoaks,  
Kent, TN14 7NN

**Type:** Permanent, Part Time

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[www.coolings.co.uk](http://www.coolings.co.uk)

**Hours:** 16 hours per week rota'd between 08:00 and 18:00

**Reporting to:** Managing Director or such other person, as designated



**Rate of Pay:** Between £11.44 to £11.70 per hour (dependant on experience)

Are you our potential new **Social Media & Marketing Assistant** based in the **Bromley** and **Sevenoaks** area?

Come and join the friendly c.200-strong team and work for a well-loved, national award-winning garden centre with a strong brand and over 110 years of history in horticulture.

**Coolings Garden Centre** has a great reputation for excellent customer service and is “The Place to Go for Plants”. These standards are very much reflected in our high profile events and catering, too.

We have four garden centres – two in Knockholt and one in Bearsted near Maidstone, Kent and one in Wych Cross on the edge of the Ashdown Forest in East Sussex. All are located in beautiful, natural countryside settings.

Our commitment to excellence extends beyond our plants and products to how we engage with our highly valued customers and local communities.

We are looking for a Social Media & Marketing Assistant to work as part of our current Marketing Team to assist with delivering the marketing strategy for the company. How? By creating compelling content for our social media channels that is informative and attracts a positive response, and assisting with the creation of point of sale to be used across our centres.

It must clearly portray our values, which includes our significant experience in growing plants, our focus on gardens and our high levels of independence and integrity which has helped us stand out and sits at the heart of what we do.

We want to encourage our customers to learn, enjoy, use, buy and eat with us – through great content, your job will be to persuade customers to do just that!

### **Key responsibilities:**

- Creating social media posts in line with our marketing schedule
- Generating ideas for exciting and engaging content
- Growing our social media following
- Reporting on social media campaigns
- Responding to enquiries via our social media channels
- Building relationships with relevant third parties to identify opportunities for collaborations
- Monitoring social media trends across the industry and further afield
- Assisting with the creation of monthly point of sale
- Helping out with general marketing when required

### **Requirements:**

- A passion for social media
- Ability to create engaging videos and reels
- A great eye for photography
- Excellent communication and people skills with the ability to build effective working relationships
- Meticulous attention to detail
- Excellent organisation skills with the ability to prioritise and multi-task
- Interest in analysing the ROI of marketing campaigns
- Ability to think like a customer
- Conscientious and keen to learn and develop
- Adaptable
- A team player

### **Qualifications Required:**

- We are ideally looking for someone with qualifications in content creation and/or social media marketing, however we recognise the value of experience gained in previous roles.

### **Preferred Experience:**

- Experience using social media platforms, video editing software and Canva
- Experience of creating videos and engaging content for social media content
- Experience of working in a fast-moving industry

### **Benefits:**

- Pleasant, people-centred, customer-centric work environment in great location
- 28 days holiday including Bank Holidays (pro rata in the case of part-time team members)
- Long service benefits including, but not limited to, 3 days additional holiday after 3 years' service (pro rata in the case of part-time team members)
- Birthdays off after first complete year of service
- Generous staff discount and Company Pension
- Uniform is provided free of charge, as is on-site parking
- Ongoing learning opportunities

Own transport arrangements are **essential** as public transport is not reliable to Coolings.

Applying is easy! Simply send your CV to Danielle at [workforus@coolings.co.uk](mailto:workforus@coolings.co.uk) before **Wed, 30<sup>th</sup> Oct 2024**