**Social Media Role:**

What you need:

* Internet savvy
* Secure broadband (no unsecured wifi networks as you will be dealing with sensitive materials and potentially large files)
* Have-a-go attitude
* Good English grammar and proofreading skills
* Creative writing skills
* Enthusiasm for learning new things!
* Must have Microsoft Outlook

Bonuses would be:

* Aweber experience
* HTML coding skills (basic)
* Knowledge of scheduling tools like Hootsuite
* Wordpress experience
* An understanding of SEO

What it involves:

* Blogging – cutting and pasting into Wordpress, adding keywords, categories and checking links. Some writing new articles.
* Scheduling organic campaigns and monitoring response (Facebook, Twitter, LinkedIn, Instagram, Pinterest etc)
* Newsletters – using Aweber and custom designs. Scheduling on-going campaigns. Follow up campaigns. Proofing with clients.
* SEO – researching keywords, checking Google analytics, refreshing content
* Working on Virtually Sorted marketing, Society of Virtual Assistants communications, and client work.

The Test:

1. Create a blog post from the details given below. It should comply with standard SEO requirements such as length of post, keywords included etc.
2. Write 5 x posts to promote the blog post and suggest which platforms would be most suitable.
3. Include what platforms you have experience of.
4. Send to recruitment@virtuallysorted.com with your full name and address.

**Blog task:**

Client is a coach who specialises in the creative industries. She has a special interest in women-owned businesses and the issues which affect them disproportionately (imposter syndrome, work:life balance, etc). She works from Edinburgh but can work virtually too. She wants to do a series of blogs - one per week - dealing with specific issues that will appeal to her target market of women, aged 30-55, working in creative industries, and they must be able to afford her fees which start from £150/hour. All text should be original and pictures copyright free.

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| --- | --- |
| Blog title: |  |
| Keyword: |  |
| Text: |  |
| Image & source: |  |
| Best platforms: |  |
| Posts: |  |

|  |  |
| --- | --- |
| Full Name: |  |
| Address: |  |
| Experience with: |  |