

WE NEED SOME HELP WITH OUR SOCIAL SKILLS



#insert snappy headline



See.
We need help!

DIGITAL CONTENT BUSINESS PARTNER

12 month contract (full time) Paddock Wood, Kent Closing date 1st November

Web content and social media play a big part in our new commercial strategy, but we're going to need a hand to create, embed, develop and drive fresh opportunities.

This contract role is a great job for someone dynamic and creative who's not afraid to make a big impact.

First things first, we're all about fresh produce. The companies in our group all sell fresh fruit and vegetables to the UK market. At some of our sites we're a grower, at some we ripen and pack it too. We supply most of the major supermarkets and we have a growing business at wholesale and foodservice. So if you could produce passionate copy about avocados and rainbow chard then this might be just the ticket.

What we need...

Content creation – create informative, considered, entertaining content for our websites, social media, internal communications and presentations. This extends to photography and video content alongside copy.

Take **ownership of our social channels**, growing our audience and building engagement. This work spans B2B and B2C accounts, requiring a flexible tone of voice.

Housekeeping and **management for our websites**, working on SEO, accessibility and performance reporting.

New projects developed and managed with a 'can do', resourceful approach.

Positive impact on sales from promotion of our Curious Fresh Fruit & Veg brand – engage with consumers through compelling copy, quirky ideas and with calculated changes to listings in our Amazon sales platform.

Who we need...

Someone creative and versatile with an eye for detail and a pride in accuracy when it comes to spelling and grammar. A sense of humour really helps too.

Someone great with people, passionate about digital communication who can connect meaningfully with people at all levels.

Someone very experienced with websites and social media management with a successful track record of building audience and engagement. Advanced IT skills and working knowledge of web platforms. Experience with Google Analytics and success metrics reporting matters too.

Our new colleague needs to be super-organised and able to manage multiple projects at once and to adapt quickly to a shifting workload. This role has plenty of autonomy and works across multiple business units and brands.

Could you be our social saviour?

Email recruitment@frescagroup.co.uk with your CV and some persuasive copy to apply.