



**A NEW
DIRECTION**
We create opportunity



SCREENSHOT
M E D I A

STEP

SCREENSHOT Media

Creative Social Media Editor

Location of role: Shoreditch (hybrid)
Placement hours: 25
Working pattern: 3 days a week, flexible from Mon -
Thurs, 9 am – 6 pm
Placement length: 12 months
Salary: London Living Wage (£11.05 p/h)
STEP Strand: Marketing / PR

About Screenshot Media

SCREENSHOT Media is a new generation media company and creative agency.

We have built one of the fastest growing Gen Z-specific media companies, grown organically through a predominantly Gen Z team. With just over three years already

behind SCREENSHOT, the company has worked with leading brands like TOMS, Wagamama, Huawei, and Calvin Klein and reaches close to half a billion 18-30 year olds every month. We dominate the Gen Z space with content that hits different, and we pride ourselves on the information we deliver to our followers through every channel. Our core purpose is to give the youth generation a voice by building communities that inform, engage and entertain.

<https://screenshot-media.com/>

<https://agency.screenshot-media.com/>

Details of work / WHAT WE OFFER

- One day it was required in our stunning Shoreditch office. This might change to further required days. However, a hybrid work environment will remain indefinitely.
- Free yoga, boxing and meditation at our office space, as well as Friday evening drinks, endless tea and coffee and monthly events
- Our working hours are from 9 am to 6 pm.
- You will receive 25 days of holiday, pro rata, and the period between Christmas and New Year off and all public holidays.
- Your birthday is an extra holiday day for us.
- We currently, and have done so for the past year, work half days on Fridays.

About the role

This role is ideal for candidates eager to roll up their sleeves and go straight into a fast-paced media publisher and advertising agency. This is an excellent opportunity for an individual who wants to develop a career in social media content creation and editorial writing, a brand new role highly desired across media companies, publishers and brands. This role is a hybrid between journalism and social media content creation.

Your key responsibilities:

- You will work directly with our socials team to develop a deep understanding of the social media channels we use across our company and the content pillars that dictate our publishing schedule.
- You will use our social media scheduling software and how to schedule content.

- You will work directly with our social media team to develop stories that live exclusively on Instagram and Facebook; this includes researching trending news stories and transforming these into viral social media posts.
- You will be responsible for speaking with content creators and gathering content and permission to share their content on Facebook.
- Your day-to-day will consist of assisting in running weekly social media campaigns, finding, researching, writing, sourcing and creating viral content, working on social media strategy and developing deep insight into the analytics and targets across our social media channels.
- You will also have the opportunity to play an essential role in building a relationship with content creators, whether that be on Instagram or Facebook.
- You will work closely with our targets to create content that hits our KPIs.
- You will develop new content formats and ideas with the team and learn how to execute them within our brand TOV and guidelines.

Skills and experience

- You already know or are eager to learn about data, analytics and ever-changing algorithms.
- You can learn and apply content strategy insights around brand KPIs while staying true to the tone and brand voice of the company.
- You are passionate and care about social media trends, and are already paying attention to breaking news.
- You have copywriting skills and can research topics thoroughly to report on them concisely.
- You have a basic understanding of how Instagram and Facebook operate, understand both platforms' interfaces and can spot viral and successful content.
- You are eager to learn and break down key takeaways daily to analyse your content.
- You are friendly and adaptable when speaking to content creators and have an appetite for spotting strong video content.
- You have a quick-thinking ability and thrive in fast-paced environments
- You can adapt to the quickly evolving social media algorithms and are aware of Newley's implemented changes to each relevant channel
- You can collaborate within a team and are an effective communicator
- You can create original (brand-appropriate) reactive social media posts – the experience of navigating sensitive and often controversial issues on social media is a

bonus.

- You are willing to take the initiative when necessary and can work with quick turnaround times, staying organised and efficient.
- You have a basic understanding of Photoshop, Premiere or Canva

Role requirements

- Ideally, some prior experience working in social media; this can be an internship, placement or freelance work. However, we also encourage candidates with no previous experience to apply as we review applications on merit.
- A BA or any higher qualification in journalism, writing, media, marketing or communication is a plus, but again, not a necessity as we also believe in the power of self-taught savviness :)
- You must be a team player, eager to get fully stuck in work and love society.

About STEP

STEP is a training programme for young East Londoners local to the Olympic Park, ready to bring ideas, creative energy and perspectives to the creative and cultural sector.

You must be;

- Aged 18 to 30
- A resident of Hackney, Newham, Tower Hamlets and Waltham Forest and have attended school or college in these boroughs.

Through STEP, you'll get paid London Living Wage over a 12-month training programme to develop skills and creative approaches and build on your network across different organisations or departments. You'll complete a work-based placement, grow as part of a peer network, participate in regular professional development workshops, and get a budget to produce a collaborative project. We'll also connect you with a specialist industry mentor, provide career coaching and continue to offer support as part of our community after the programme.

How to apply

Complete our STEP application form by 10 am on Monday, 17 October; you can upload video or audio responses.

[STEP application form](#)

For more information

If you require information in an alternative format or want to speak to us about access requirements, please get in touch with us at goodgrowthhub@anewdirection.org.uk.

Go to the Good Growth Hub website to learn more about the STEP programme, book in to attend one of our information sessions, hear from STEP alums, and read the application guide for some expert tips.

<https://goodgrowthhub.org.uk/programmes/step>

