

microbz

Job Title: Digital and Social Media Lead

Reporting To: Managing Director

Place of Work: Seend, Wiltshire, or London

Hours/Days: 28 hours a week split over Monday - Friday

Salary: £27,000 - £32,000 pro rata for full time depending on experience

Who are microbz?

We are a fast-growing purpose driven probiotic company which exists to reconnect people with nature and its microbial diversity to support health and general wellbeing.

Our core products are probiotics for gut health where we stand out from competitors with a highly regarded, liquid, multi strain supplement. We also produce microbial household cleaners, garden products, pet products and more recently agricultural products. We believe in a holistic approach and that as well as supporting human health, we need microbial supplements to support the environment we live in and the soils that we depend on.

Having seen the difference that making and using probiotics has made to our own lives, we're on a mission to encourage people to do the same by inspiring a probiotic life through our ranges of natural products.

We have recently upgraded our brewing facilities and rebranded the business. This means that we are in the perfect position to be more outward facing. Hence we are expanding our sales and marketing and are looking forward to welcoming a new team member.

Position Summary

This position is all about growing our social media and online digital presence as well as making and maintaining meaningful digital partnerships. You will be an expert at making engaging social media content. You will also work on the website and across other digital assets.

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Specific Responsibilities

- Understanding the strategic objectives of the business and bringing that to life in online content
- Managing a busy content calendar, looking ahead and planning content based on the annual cycle and our key messages
- Creating engaging content on Instagram
- Creating engaging content on Facebook
- Working on linkedin and TikTok
- Working with the Founders and Directors to get their profiles raised on social media channels
- Building communities on social media platforms and making sure we are part of conversations online regarding health and wellness and probiotics
- Working with the team to deliver high quality adverts on social platforms – mainly Instagram and Facebook
- Researching and contacting influencers who are a good fit for the microbz brand and recruiting them into the affiliate programme or encouraging them to make good quality content
- Managing giveaways and social partnerships
- Producing monthly reports on what works, what doesn't work and providing recommendations
- Working on the website updates
- Ensuring customer journeys are engaging
- Some work on marketing and mailouts if needed

The ideal candidate would

- have experience significantly scaling a brand on social media channels
- have experience working in a small team
- be good at including the team in developing content where appropriate
- be interested in probiotics and health and wellbeing

Our brand

We are looking for people who are aligned with our brand values outlined below.

We exist to reconnect people with nature. By inspiring a probiotic life. With natural products that generate a healthier, happier life

Brand Values

- **We are ambitious:** we are looking to inspire everyone to a better way of living with nature.

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- **We are generous:** we want to share the benefits of what we know with as many people and partners as possible.
- **We are confident:** we are confident in the power of nature. We are simply tapping into the building blocks of life.

Our style as a business

- **Enlightening:** we encourage, educate, illuminate and collaborate to share our passion for a healthier, happier body and home
- **Candid:** we are frank and communicative. Just like our ingredients there is nothing harmful about us.
- **Compassionate:** we care for the health and wellbeing of our customers and the sustainability of our environment.

What we can offer you

We operate a small but growing, friendly team where everybody has a vested interest in the company's success. As part of this, we offer:

- 28 days holiday (including bank holidays)
- 'On the job' training and opportunities for personal development
- The opportunity to grow with a fast-growing company with plenty of opportunity to influence how things are done
- Staff product allowance

Applications

Please send a CV and a cover letter to info@microbz.co.uk by the 29th of March 2024.

Interviews to be held the first two weeks of April.