



Social Media Intern Job Description

Wing Shack Co was founded in 2018 by 3 friends, all with a love for great quality food. Wing Shack specialises in tasty chicken wings. Our flavour combinations take inspiration from across the world to create sauces which will not disappoint. We're not just about wings, our brand is an experience playing upbeat, vibrant beats and championing UK culture and lifestyle.

We're spreading our wings and looking for a Social Media Intern to join us on our journey. With 5 sites already in operation across London and with a further 5 sites planned to open in the next year, the brand is expanding quickly and with that we need to grow our team too.

We're excited to be recruiting for this brand new role and it's an excellent opportunity for someone passionate about social media and digital marketing to help an independent brand grow. The candidate appointed to the new role will play an integral part in creating content and managing the wing Wing Shack Co social channels, primarily Instagram and Facebook. You will report directly to the Marketing Manager while working closely with the Founder, restaurant managers and their teams to develop our social presence.

We're looking for a candidate who is not only a social media and content enthusiast but also passionate about the food industry and lifestyle brands. You may already have experience working with brands or you may be a student studying a digital marketing or marketing degree and looking to gain experience. Excellent attention to detail and a keen eye for creative content, with ideas to bring to the table are key. You'll have an understanding of current trends and experience using social media channels whether for personal or professional use.

We're looking for a candidate who works well independently in a fast-paced environment but also as part of a small, passionate and creative team. Training will be provided and you will be supported every step of the way, we want you to learn and develop with us as part of the Wing Shack family.

We are proud of what we have achieved with the Wing Shack Co brand and our team so far and are looking for the right person to join us on the exciting journey ahead! This position has potential to develop into a full-time role as the business develops.

Responsibilities

- Writing social media posts and captions and updating the social media pages

- Responding to customer feedback and maintaining communications online
- Creating social media campaigns to increase engagement and target new audiences
- Creating graphic and visual content for dissemination on social media pages
- Carrying out research for team projects
- Sharing related content from partner brands and organisations with their social media audience
- Assisting with video and photoshoots
- Analysing social media numbers regularly
- Preparing periodic reports for review

Required Skills

Essential

- Confident using Instagram and Facebook platforms
- Confident use of Canva or similar design programme

Not essential (training can be given)

- Experience using social scheduling platform
- Experience with social media ads
- Content creation

The Finer Details

Salary: £10.85 p/hr, London Living Wage

Perks: Travel expenses covered, all the chicken wings you can eat.

Hours: 15 - 20 hours per week, across 5 days (to be discussed on appointment)

Location: London, working from Head Office in Bethnal Green and across various Wing Shack Co sites including Loughton, Holloway, Brixton and Bromley when required.

How to Apply

Send your CV and a cover letter telling us why you'd like to work with Wing Shack Co to sarah@wingshackco.com