

## **Community Specialist Job Description**

**Job Title:** Community Specialist

**Location:** Team Valley, Gateshead

### **Company Description:**

CyberPowerPC UK is a leading gaming PC company dedicated to delivering first-rate gaming experiences to our customers. We design and build high-performance gaming PCs that cater to the needs of passionate gamers.

We are seeking a passionate and creative Community Specialist to join our innovative marketing team. If you're enthusiastic about engaging with communities, creating compelling content, and staying ahead of social media trends, we want to hear from you!

### **Responsibilities:**

- Develop and curate engaging content tailored to the interests and preferences of the community.
- Plan and execute a full social media content plan across platforms including Facebook, Twitter, Instagram, TikTok, Discord, and LinkedIn.
- Create and organise the social calendar, ensuring seamless integration of in-house content creator's videos for a consistent content flow.
- Take ownership of our Discord server, utilising it as a central hub for community building.
- Actively engage with community members across various channels, including social media, forums, and online platforms, responding to inquiries, comments, and feedback in a timely and professional manner.
- Collaborate with the wider team to gather new content ideas for social media.
- Write engaging blog posts, conducting research and utilising SEO techniques on WordPress.
- Generate monthly social performance reports for submission to management.
- Stay informed about new products, games, and news to incorporate into marketing activities.
- Continuously explore innovative ways to enhance brand visibility.
- Stay updated on industry trends and capitalise on current social media trends for brand promotion.

### **Qualifications:**

- Proven experience in community management and social media marketing.
- Exceptional written and verbal communication skills.
- Proficiency in managing multiple social media platforms, including Facebook, Twitter, Instagram, TikTok, Discord, and LinkedIn.

- Familiarity with social media management tools and platforms.
- Strong organisational and time-management skills with the ability to meet deadlines.
- Analytical mind-set with the ability to interpret social media metrics and insights.
- Creative thinking and ability to generate engaging content ideas.
- Knowledge of SEO techniques and WordPress preferred.
- Ability to work collaboratively in a fast-paced environment.
- Passion for gaming or new PC technology.

### **Working Hours**

- Type: Full Time Permanent
- Hours: Monday-Friday 9am-5:30pm
- Job Type: Full-time

### **Benefits:**

- Company events
- Company pension
- Employee discount
- Free parking
- Sick pay
- Bereavement leave

### **Application Instructions:**

To apply, please submit your CV and a cover letter detailing your relevant experience and why you're interested in joining CyberPowerPC UK. Include examples of successful community engagement or social media campaigns you've managed. We look forward to hearing from you!

**marketing@cyberpowersystem.co.uk**