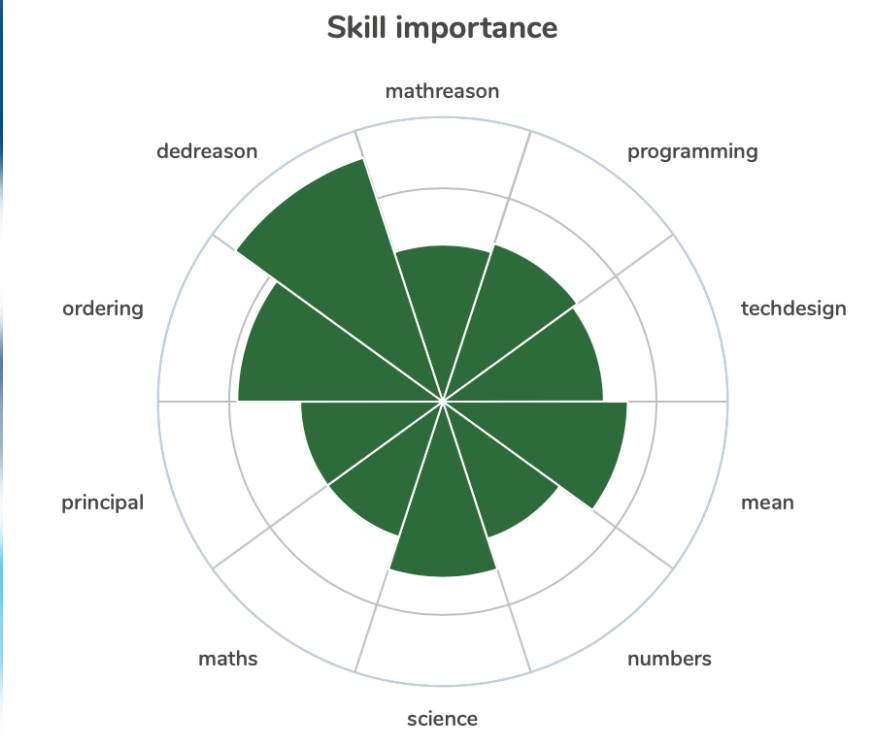


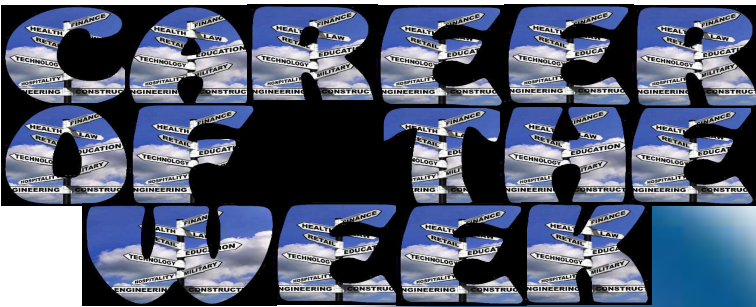


# Social Media Assistant

**Career Of The Week Date:  
19/4/2021**



# Social Media Assistant



£31,720

average salary

The UK average salary is £28,758



33

average weekly hours

There are 37.5 hours in the average working week



38% male 62% female

The UK workforce is 47% female and 53% male

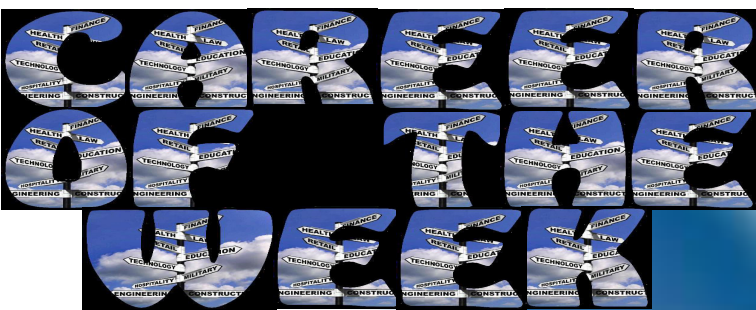


## Description?

Public relations professionals plan, organise and co-ordinate the activities that promote the image and understanding of an organisation and its products or services to consumers, businesses, members of the public and other specified audiences.

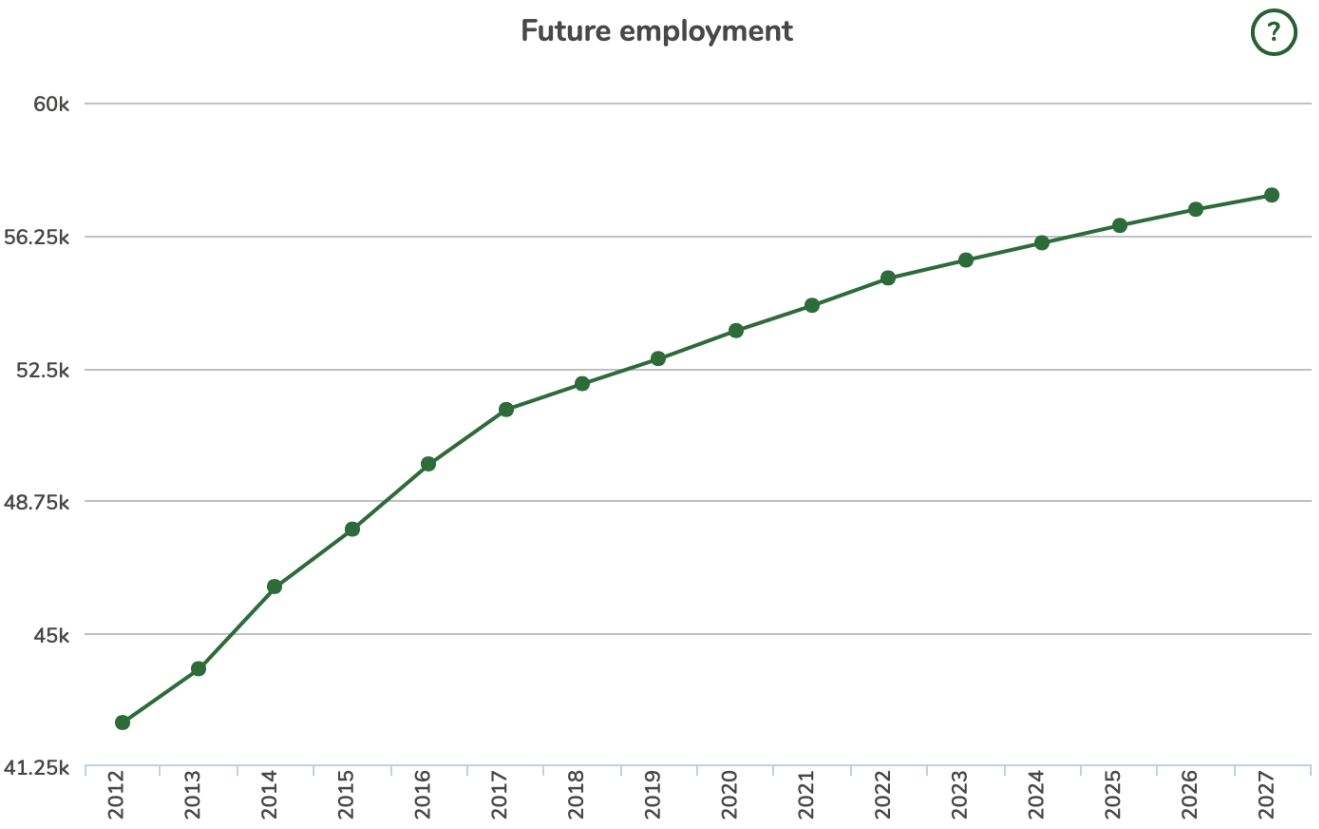
## Qualifications

Most entrants possess A levels/H grades and a degree or equivalent qualification. Further professional qualifications are available.

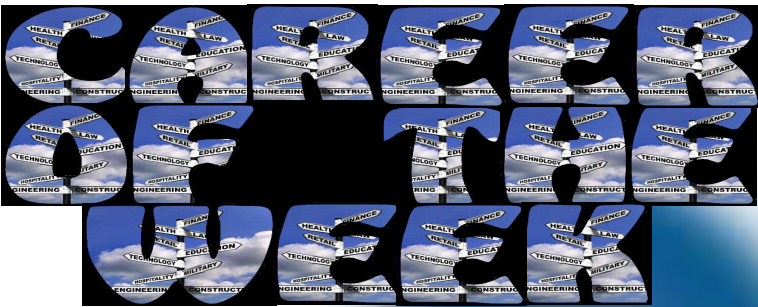


# Social Media Assistant

Future employment



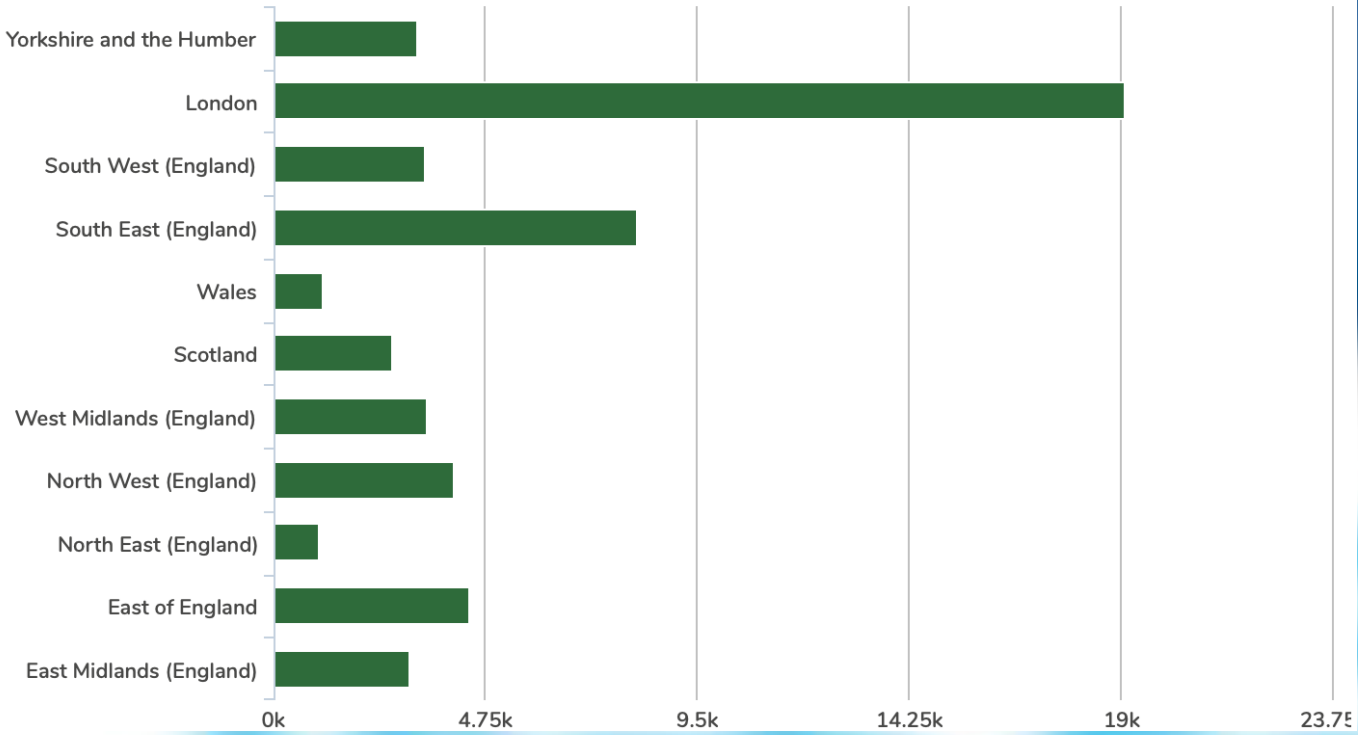
- ### Tasks
- Discusses issues of business strategy, products, services and target client base with senior colleagues to identify public relations requirements;
  - Writes, edits and arranges for the effective distribution of press releases, newsletters and other public relations material;
  - Addresses individuals, clients and other target groups through meetings, presentations, the media and other events to enhance the public image of an organisation;
  - Develops and implements tools to monitor and evaluate the effectiveness of public relations exercises.



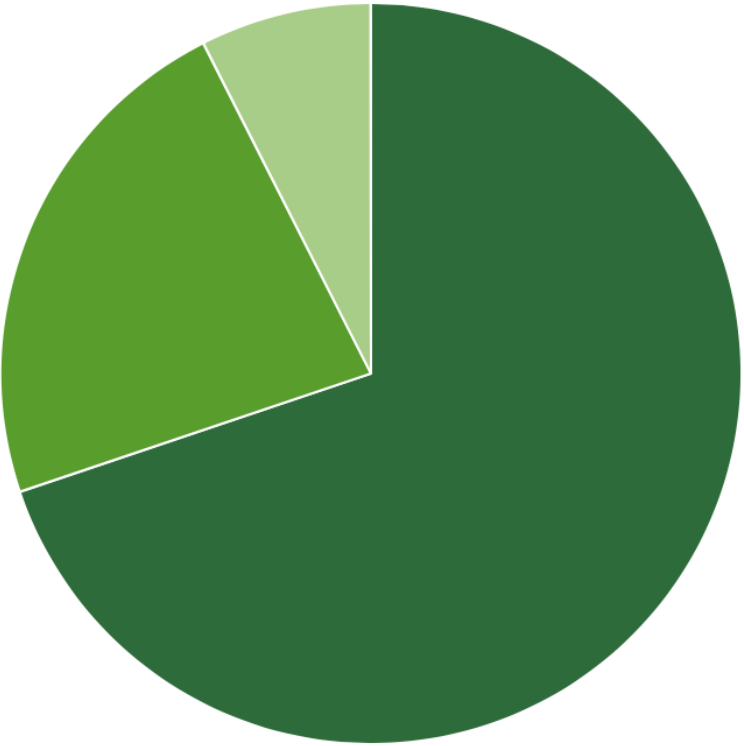
# Social Media Assistant



Employment by region



Employment status



Legend: Full-time employee (dark green), Part-time employee (medium green), Self-Employed (light green)