

# Job Description

## Digital Content and Social Media Assistant

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Ongoing Full Time Contract  
First 6 Months at 30hrs/Week (During Probation)



# Company Background

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Serve Legal is the UK's leading retail compliance auditor, enabling market leaders to successfully measure and improve performance, and protect their businesses. We perform independent, mystery on-site and online audits enabling companies to establish if expected staff performance, operational standards and company procedures are in place.

Serve Legal is a dynamic, ambitious, growing company delivering over 15,000 audits per month with a UK-wide team of around 4,000 auditors. With expertise in age-restricted sales, retail audit, media compliance, allergen, home delivery and customer experience fields, we are expanding our business into new territories.

**Equality, Diversity, and Inclusion:** At Serve Legal, we value equality, diversity, and inclusion. We are committed to creating an inclusive environment for all our employees. We positively encourage applications from all suitably qualified and eligible candidates, regardless of sex, race, disability, age, sexual orientation, gender reassignment, religion or belief, marital status, or pregnancy and maternity.

## Job Purpose

To work with the wider Client, Sales and Marketing team to support the implementation of the business's marketing strategy through the execution of high-quality digital content and day-to-day management of the company's social media channels.

This role will take responsibility for maintaining a consistent, professional and engaging online presence across both auditor-facing (B2C) and client-facing (B2B) channels. A key focus of the role is producing high-quality, visually strong content efficiently, using tools such as Canva and AI to create scalable templates and materials.

The role requires a creative, organised and detail-oriented individual who can manage multiple digital channels, contribute new ideas, and support wider marketing activity including auditor recruitment and communications.

## Principal Accountabilities

### Content Creation & Design:

Create high-quality digital content using Canva, including social media graphics, white papers, infographics, presentations and marketing materials. Develop reusable templates to improve efficiency. Ensure all outputs are high quality and visually professional. Produce content to support client communications and marketing activity, ensuring materials are clear, professional and aligned to the brand.

### Social Media Management:

Manage and maintain all company social media channels across B2B and B2C audiences. Plan, schedule and publish content. Monitor engagement and respond to comments and messages where appropriate. Ensure consistency in tone of voice and overall presence across platforms.

**Auditor Engagement and Recruitment Content (B2C):**

Support auditor recruitment activity through digital channels. Assist with the setup and management of paid campaigns across Meta, TikTok and Google. Create content designed to engage, inform and retain the auditor community through social media.

**Newsletters & Written Communications:**

Own the creation and distribution of auditor and client newsletters, blogs and email campaigns. Ensure written content is clear, accurate and aligned to brand tone.

**Website Content Updates:**

Update website copy and visuals where required, ensuring content remains accurate, up to date and aligned to brand standards.

**Marketing & Operational Support:**

Assist with internal initiatives and wider marketing-related tasks where required.

**Client Support Cover (Occasional):**

Provide holiday cover for the client support team when required, supporting with client queries and briefing documents.

## BEHAVIOURS AND WORK-BASED COMPETENCIES

**Essential**

- Confidence using Canva tools to create high-quality visual and video content
- Experience in design, digital content creation or social media
- Confidence appearing on camera, contributing to video content and basic video editing skills for social media content
- Creative mindset with a strong eye for design and visual consistency
- Excellent written communication skills
- Confidence using AI tools to support content creation and workflow efficiency

**Desireable:**

- Experience updating website content or using CMS platforms (e.g. HubSpot)
- Basic understanding of paid advertising (Meta, TikTok, Google Ads)
- Experience using social media scheduling or marketing tools
- Interest in developing broader marketing skills over time
- Understanding of Serve Legal's work/ have previously been an Auditor for the business

## Key Details

**WORKING SCHEDULE**

Monday to Friday 9am - 5:30pm

**LOCATION**

Remote Working. In Office 1/Month

**ANNUAL LEAVE**

25 days + bank holidays pro rata

**SALARY AND HOURS**

This role will initially be offered on a part-time basis of 25 hours/week, ideally worked across five days. The starting salary will be £27,000 per annum (FTE).

Following the successful completion of a six-month probationary period, the role will increase to full-time hours of 37.5 hours per week, with the salary increasing to £28,000 per annum.