



Job Pack

Social Media Assistant



Buzby and Blue
Hairdressing and
Beauty

Careers information



About Us

Where Buzby and Blue started

Buzby and Blue began back in 1990. The original salon was located in Oving Road, Chichester. In 1996 Buzby and Blue hairdressing moved from their first salon in Oving Road to their second salon in Eastgate Square, Chichester. In 2008 Buzby and Blue opened another Salon in the old Eastgate Gallery. The current Buzby and Blue Hornet salon was opened on the 3rd of October 2011. We are Chichester's largest hair salon with over 30 cutting stations. We also have our 'Parkview salon' upstairs for training in our academy and parties.



About Us

Our Name

The inspiration for the company name came from the two VW beetle's the two owners of Buzby and Blue once had. Nigel owned a yellow beetle (Buzby) and Chris owned a blue Beetle (blue) and together they became Buzby and Blue. Sadly, they no longer have their VW beetles but the names live on in the successful hairdressing business they own.



About Us

Inspiration

Inspired by places such as the Kennels at Goodwood, the new salon achieves a relaxed and contemporary atmosphere with sophisticated glamour. Chandeliers of epic proportions light the salon reception area with custom-made retail units. Buzby and Blue aim to cater to everyone, with innovations such as a top-of-the-range Japanese forward-facing hair washing station, which have been installed for those customers with back or neck problems - a first for a Chichester salon. Ramps are also in place to enable access for wheelchair users and we have a private room for clients requiring extra privacy and for wig fittings.



Our Training Academy

At Buzby and Blue

At Buzby and Blue, we take staff education seriously, ensuring that our Trainees of today will be our Stylists of tomorrow. We strive to meet the high standards our valued clients rightly expect and intend to do so at all times. Buzby and Blue have put together their own concise training program which develops colour, perming, and cutting skills - from basic classic systems to advanced techniques. This program incorporates the latest thinking in today's hairdressing and focuses on current hair fashion, thus giving every member of our team the confidence and skills in order to provide the very best results in hairdressing.



The Beauty Spa

At Buzby and Blue

Welcome to Buzby and Blue Beauty. Whether it's an express facial, manicure, or an indulgent afternoon of massage and body therapies, our highly skilled therapists will ensure you have the perfect spa experience. The treatment beds in each of our three unique treatment rooms feature warm water cushions, combined with the luxurious TEMPLE SPA products give you an incredible experience for whichever treatment you choose to have. Browse our treatment menu to see what tempts you most, and we look forward to creating the perfect spa experience for your every need. There is something for everyone to treat themselves to from laser hair removal, to a spray tan, to microblading. With Buzby and Blue, everything is under one roof so you can go from one treatment to the next for your convenience.



Career path

The opportunities when you start at Buzby and Blue :

Many of our staff have started with us from when they left school, most of which working for us as Saturday girls or were introduced to Buzby and Blue through work experience and have gone on to grow their career further within the business, achieving things they could have only ever dreamed of. Some of our employees have even been in the company for more than 20 years. An example of how our staff have gone on to progress within their careers at Buzby and Blue is Alice. Alice started at Buzby and Blue as a summer girl at age 15 and then progressed into a full-time assistant. She is now an educator for our Training academy, teaching our younger assistants our concise training program which develops colour, perming, and cutting skills - from basic classic systems to advanced techniques. At Buzby and Blue, no matter where you start there are so many job opportunities available to you and paths you can go down within our company. From becoming a balayage specialist to a keralsilk or easilocks extensions professional, you could even become an educator like Alice. The options are endless and we are waiting for you to discover your dream role at Buzby and Blue.



Career path

The opportunities when you start at Buzby and Blue :

Felicity is another of our staff members who have gone on to achieve huge things within Buzby and Blue. Starting in July 2015 at Buzby and Blue as a beauty therapist and progressed to our beauty manager. Felicity introduced Buzby and Blue to the wonderful world of Beauty; lashes, tanning, brows, facials, and more, opening our very own beauty department in 2015. Partnering up with the luxurious skincare company Temple Spa and offering bespoke facials. As of 2021 in Beauty, we now offer an even more extensive range of Beauty treatments and even have an aesthetic clinic in our Spa. Offering highly sought-after treatments such as Chemical peels, Dermaplaning, B12 shots, non-surgical nose jobs, anti-wrinkle injections and so much more. We also have an extremely popular brow and lash clinic, nail bar, laser hair removal room and offer every single sort of massage you could ever require.

Our Staff Parties



Awards night, Christmas parties, summer parties, and more...



Charity Work

Here at Buzby & Blue we love to support local and National Charities, the following list is some of the charities we have supported:

- St Georges Church Chichester
- Matthew Ruso Foundation
- Snow Drop Trust
- Chichester Cinema
- Woolstock - raising money for breast cancer
- Cancer Wise
- Local schools summer / Christmas fetes
- Chestnut Tree
- Sturge Webber
- Parkinsons Charity
- Dementia UK
- Macmillian Cancer
- St Wilfrids Hospice
- Breast Cancer Care
- Movember
- Royal British Legion
- Papworth Hospital (Research into Pulmonary Fibrosis)
- The Indee Rose Trust





Buzby and Blue goes green

We are a certified member of Salon Sustainability

Salon Sustainability is a comprehensive waste recovery programme designed to service the hair and beauty industry in the UK. We are able to recycle up to 95% of salon waste which includes aluminium foils, colour tubes, hair, plastic, paper, PPE and more. The waste from our salons then goes to the charity Enham Trust, a leading UK charity helping disabled people to live an independent life. Enham sorts the waste prior to it going off to Salon Sustainability's specialist recycling partners. What's more, 100% of all profit from recycling our waste goes directly to support the industry's charity HABB (Hair and Beauty Benevolent).



Our location

Surrounded by beautiful countryside and sandy beaches, Chichester boasts a rich heritage alongside modern convenience.

Chichester has a full range of both major chains and independent shops, bars, coffee shops, and restaurants. Attractions include Pallant house gallery, The cathedral, Goodwood's famous motorsport events, and horseracing, an excellent independent cinema and a Cineworld, the family-friendly Weald and Downland Open-air museum, and historic splendors such as Arundel Castle and Petworth house. A 10-minute drive north takes you to the heart of Southdowns National park, or south to the stunning beaches, with miles of walking and cycling trails. The major cities of Brighton and Portsmouth are less than an hour away, and trains to London take 100 minutes.



This role - Job Purpose

Social Media Assistant **Part-time**

We are looking for a motivated, proactive, passionate Social Media Assistant to assist in running our owned social media channels at Buzby and Blue. As the social media and Content Assistant, you will be at the heart of our brand community working closely with the Business Manager and with the larger team to ensure our social channels are the window of the brand; consistently driven with great brand & product content and great storytelling. As the Social Media Assistant, you will be responsible for the strategic and day-to-day planning and management of the creative content through to execution across all social media platforms.

You will have a proven track record of delivering engaging, socially optimised campaigns from strategic ideation through to final delivery. With the ability to combine customer and data insight, with creativity and storytelling. The successful candidate will have significant experience in managing social platforms and online communities across multiple channels, ideally in a Hair and Beauty industry context. You'll have excellent copywriting skills, and experience of supporting creative digital marketing campaigns using social media.



This role - Qualifications

Social Media Assistant
Part-time

We are looking for a talented Social Media Assistant with an eye for detail, someone who thrives on being busy and can enjoy being part of a creative and bubbly team. We are a friendly, professional salon, with a passion for hair. A positive attitude and a good manner with clients and ambition is key. You will be working alongside a friendly team of professionals to make sure every client has the perfect experience from the moment they enter the salon right down to when they leave. We are looking for someone who is passionate about the hair industry, confident and flexible to adapt within our salon and become part of the team.

What we are looking for:

- 2 + years of experience within the hair and beauty social media industry
- Demonstrate great consumer-centric approach & always on brand appeal
- Strong written and verbal communication skills
- Great organizational and prioritising skills with great attention to detail
- Deep understanding of social media channels & there algorithms
- Someone who lives and breathes social media



This role - Technical skills

Social Media Assistant

Part-time

You will thrive in this role if you are:

A motivated, hands-on socially native expert

A responsible, passionate brand ambassador

Excited to work in a fast-paced, fast-growing brand with a close-knit team

You have a hands-on & proactive approach to community engagement

Ability to be creative and strategic in your approach to social channel management

Passionate about the Beauty and Hair Industry

Knowledgeable about Hair and Beauty



This role - Key responsibilities

Social Media Assistant

Part-time

- In this role, you will be running our brand's own social media channels; to drive strong acquisition and engagement across our key platforms; Instagram / TikTok / Facebook
- You will have the opportunity to develop & execute our TikTok Strategy.
- You will be responsible to post, manage and report on all social and content initiatives across multiple platforms - to drive engagement, conversion, retention, and great conversation with our customers.
- Put together our social media content calendar ensuring it's on brand and fill with fresh, engaging and compelling content.
- Ensure that brand equity is foremost in all social engagement and protect the brand image by monitoring conversations across social media channels
- Work closely with PR teams to ensure we maximise opportunities of content across channels
- Be able to amend website changes and update visuals
- Blog creation on subjects relevant to our industry and monthly creation of Newsletters



This role - Benefits

Social Media Assistant

Part-time

Discount on retail products

Complimentary hair and beauty services

Friends and Family discounts

Bespoke education package

Awards party each year

Annual Salon party

Birthday Voucher

Assistants to support you

Fabulous reception team

Opportunity to grow your career within the Buzby and Blue family

Plus, many more



This role - key information

Job Type: Part-time

Salary: DOE

Benefits:

- Casual dress
- Company pension
- Employee discount

Schedule:

- 20 hours per week
- Day shift
- Monday to Friday
- Weekends off

Experience:

- 2 + years of experience within the hair and beauty social media industry
- Demonstrate great consumer-centric approach & always on brand appeal
- Strong written and verbal communication skills
- Great organizational and prioritising skills with great attention to detail
- Deep understanding of social media channels & there algorithms
- Someone who lives and breathes social media



This role - How to apply

Simply visit our careers page on our website <https://buzbyandblue.com/careers> and see our current available job positions. You can easily submit your application by filling in your details and attaching your CV to the section at the bottom of the page. alternatively, you can either apply on indeed at

<https://uk.indeed.com/job/social-media-assistant-6d2da2e5c436b46b>

or email your CV, cover letter, and details to info@buzbyandblue.com

Good luck!