Social Media & Digital Content
Intern

**Information**

Part-time, Fixed Term until October 2022

7 hours a week\*

Location: home-based / London Hendon campus

Salary: London Living Wage of £10.85 per hour

Accountable to: Communications Coordinator

*We are open to flexible working, in order to cater to students’ caring or commuting commitments. MDXSU staff are currently working remotely, and will continue to do so for the foreseeable future. All student staff roles will operate remotely, but will be fully supported and supervised by MDXSU full time staff.*

*\*Hours to be completed Monday - Friday*

**The Role**

We are looking for a talented and creative student who has experience of writing articles and creating social media content. This role will work closely with our Communications and Marketing Team to drive participation through written and digital content – promoting events, projects, and the Students’ Union as a whole. You would be working to ensure students know about the opportunities and activities we offer, with a particular focus on engaging interest online with digital content and social media coverage.

**Responsibilities**

* To produce visual and creative content for MDXSU digital platforms to raise awareness and engagement of MDXSU activities and opportunities as part of our Communications Calendar. These include the MDXSU website, Facebook, Twitter and Instagram, using design software such as Adobe Creative suite
* Work with the Communications and Marketing team to find and commission student led projects and content to help drive engagement on our website and social media platforms
* Attend events across the University and MDXSU to create content that can be shared and disseminated from these events
* Support the different teams with the promotion of their projects and monitor engagement on MDXSU’s platforms

**Requirements**

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| **Criteria** | **Requirement** |
| **Qualifications** |
| Current student studying at Middlesex University | Essential |
| **Knowledge** |
| Online marketing and communications knowledge | Essential |
| Experience using digital platforms | Essential |
| Experience in writing and developing content for blogs and website | Essential |
| Experience in using Adobe Creative Suite (or equivalent) | Essential |
| **Attributes/skills** |
| Excellent communication skills; written & verbal | Essential |
| Excellent planning, organisational & administrative skills- with a particular focus on attention to detail | Essential |
| Confident in using different social media platforms | Essential |
| IT competent with an understanding of Microsoft Office | Essential |
| Strong interpersonal skills | Essential |
| Ability to meet strict deadlines | Essential |
| Confident in speaking to different types of people | Desirable |
| Skills in graphic design and/or photography | Desirable |
| Skills in creating creative visual content | Desirable |
| **Values & Ethics** |
| Team player | Essential |
| Positive attitude & enthusiasm about Middlesex University & MDXSU | Essential |