Social Media & Digital Content Intern

**Information**

Part-time, Fixed Term until 31st May 2021

7 hours per week (1 day or 2 half days per week)\*

Location: home-based

Salary: London Living Wage of £10.75 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. The successful candidate will work closely with our Communications and Income 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**

* 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.
* Work with the Communications and Income 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 (predominantly virtually, but in-person when such activity is possible) to create content that can be shared and disseminated from these events.
* Support the various teams and departments within MDXSU with the promotion of their projects and monitor engagement on MDXSU’s platforms, creating regular social media reports.

**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) | Desirable |
| **Attributes/skills** |
| Excellent communication skills; written & verbal | Essential |
| Confident in using different social media platforms | Essential |
| Excellent planning, organisational & administrative skills- with a particular focus on attention to detail | 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 |