



DIGITAL MARKETING AND SOCIAL MEDIA INTERNSHIP

REF. No. 1151

About us

We are a not-for-profit social enterprise who were established in order to drive better outcomes in Public services, through developing the public sector's capability to collaborate, innovate and lead. Partners comprise charities, social enterprises, professional networks, and commercial enterprises as well as public and civil service organisations including the Department for Digital, Culture, Media & Sport and the Local Government Association.

We deliver the Commissioning Academy - one of the flagship development programmes for current and future leaders in the local, health and civil services. As well as offering other cross-sector capability development programmes, we hosts knowledge-networking and experience sharing events for senior people, and also supports the go-to website for industry leading practices and thinking - publicservicetransformation.org.

Tasks

We are seeking an intern with a can-do approach and a willingness to learn and engage in a range of activities, including:

- Keeping our website up to date
- Co-ordinating our social media presence and promotional work
- Maintaining our database of contacts
- Supporting events management
- Filming and editing footage from events • Writing content in a variety of formats
- Key opportunities for work experience:
 - Monitoring and analysing content success
 - Managing email and social media marketing campaigns
 - Driving traffic to the company website
 - Creating written content for blog, website and social media platforms
 - Researching new online media opportunities that may benefit the business including mobile, social media, development of blogs and forums;
 - Designing website banners and assisting with graphic design
 - Managing the contact database and assisting with leads generation activities
 - Implementing Search Engine Optimisation (SEO) to improve the website's ranking in the search engines such as Google
 - Supporting the application of Best Practice within our Marketing activities

PRAKTIKUM IN LONDON



Skills needed

- Our ideal candidate should be able to demonstrate the below competencies, however we will provide training in all necessary tasks.
 - Experience with social media
 - Excellent written and verbal communication skills
 - Excellent copy writing and proof reading skills
 - A keen eye for detail
 - A creative flair in the generation of fun and original online content
 - Highly organised, with an ability to plan and prioritise short and long-term tasks effectively
 - The ability to work independently
 - Passionate about digital and social medias
- Desirable skills:
 - Filming and video-editing experience
 - Experience of working with advertising on LinkedIn, twitter and YouTube
 - Experience of using website content management systems such as WordPress

Duration of the internship

minimum of 3 months

Office languages

English

Location

Close to Vauxhall Station

Financial support

Travel card

Office hours

9:00-17:30