**Graduate Internship Programme – Employer Job Description**

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| **Job title** | Business Support Executive (SFA) |
| **Organisation** | Simple First Aid |
| **Line manager who the intern will report to** | Tania Cheney |
| **Is this role hybrid working or permanently onsite at your company?** | This is a hybrid role – mix of working from Westmont Hub at UWL and from home. |

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| **Please provide a one sentence description for advertising the role on the GI website** |
| Project Administrator and Executive Assistant to the Managing Director |

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| **Main purpose of the job** |
| The aim of the internship is for the post holder to gain employability skills and experience of working in a professional working environment and an understanding of aspects of the business.  The main purpose of this role is to provide project, administrative and technical support to cover the duties of graduate-level project (s) assigned by a line manager from Simple First Aid.  The post holder will be working within a team and will be expected to use their own initiative and undertake self-directed learning within a supportive environment to develop their own skills and gain a good working knowledge of the Simple First Aid policies and procedures and of the wider University, in order to make a positive contribution to the team and the Simple First Aid.  Graduate Interns will be supported throughout their internship with a programme of development and evaluation. |

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| **What you will gain from this internship** |
| * This project will offer the graduate intern a real experience working alongside the founder of a startup. * To have their ideas implemented into a live business. * To work collaboratively, to create marketing campaigns and to create content to be launched to the market. * The graduate intern will have the opportunity to showcase their creative and design skills. * They will have access to webinars, workshops, and courses to enhance their skills and have the opportunity to learn life-saving first aid skills for their friends and family. |

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| **Key areas of responsibility** |
| * Manages the company’s social media accounts and posts content. * Monitor various social media platforms such as Facebook, and Instagram * Analyses analytics to gauge the success of campaigns. * Understand the overall concept of the company, including the brand, customer profile, service goals, and all other aspects of service. * Provide suggestions to management for improving customer experience on social platforms and internal processes. |

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| **Skills/knowledge that would be desirable** |
| * Experience creating content for a wide range of audiences and topics. * Experience using CRM systems and social platforms * To have a flexible approach to work, with good problem-solving skills and a proactive mindset. * You are comfortable working to deadlines in a fast-paced environment. * You have excellent verbal and written communication skills. |

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| **Recruitment criteria** |
| Graduate must have completed an undergraduate degree, BA/BMus/BSc/BEng/LLB etc. and be from the summer graduating class of June/July 2023. |

Updated: Jan 2024