**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