**Graduate Internship Programme – Job Description**

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| **Job title** | Graduate Social Media & Marketing Project Coordinator (CLBS2) |  |
| **School / Department** | The Claude Littner Business School |  |
| **Line manager who the intern will report to** | Dr Dinusha Weerawardane |  |
| **Is this role hybrid working or permanently onsite at UWL?** | Onsite at UWL |  |

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| **Please provide a one sentence description for advertising the role on the GI website** |
| The Graduate Social Media Marketing Project Coordinator position offers valuable hands-on experience in developing and implementing social media marketing strategy using your creativity, innovation and inspiration to run projects to positively impact and influence social media users, and in working in a dynamic environment to build a spectrum of highly sought-after professional skills such as analytics, teamwork and communication skills.  |

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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 the Claude Littner Business School. 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 Claude Littner Business School policies and procedures and of the wider University, in order to make a positive contribution to the team and the Claude Littner Business School. 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 post will allow successful candidate to gain hands-on experience in developing and implementing social media marketing strategy and working in a dynamic environment. This position will also offer opportunities for the postholder to challenge themselves to be more innovative, gain inspiration from the content they consume, and positively impact and influence social media users through the authentic content created. All these experience would be highly marketable and valuable in future job hunting in the digital era.  |

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| **Key areas of responsibility** |
| * To brainstorm with the Head of Subject who looks after the digital and social media marketing subject area ideas for campaigns
* To create engaging content for social media
* To research industry contents to identify current trends
* To assist in managing social media platforms, help update social media posts and include relevant keywords for search engine optimisation
* To review analytics to assess success of campaigns and recommend improvements
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| **Skills/knowledge required** |
| * Proficient and experienced in using Instagram, Facebook, LinkedIn and Twitter; have great copywriting skills and able to curate social media content using relevant digital tools (e.g. Canva); and brimming with ideas for social media contents and campaign.
* A good level of proficiency in data analytics with particular reference to research and analysis of industry related contents to spot trends and assess campaign performance.
* Ability to work effectively with people in a team with a conscientious, flexible and ‘can do’ working style, and an excellent communicator both verbally and in writing.
* Ability to work independently and take initiative when appropriate, and know when would be appropriate to seek guidance from line manager and/or other relevant colleagues.
* Video and photo editing skills will be an added advantage
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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