**Graduate Internship Programme – Employer Job Description**

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| **Job title** | Social Media Coordinator (VERTM) |
| **Organisation** | Vertis Media Ltd |
| **Line manager who the intern will report to** | Laura Cioffi |
| **Is this role hybrid working or permanently onsite at your company?** | Hybrid |

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| **Please provide a one sentence description for advertising the role on the GI website** |
| Vertis Media seeks a creative and strategic Social Media Coordinator to execute engaging social media campaigns and optimize content for our digital marketing agency and its clients. |

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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 Vertis Media Ltd.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 Vertis Media policies and procedures and of the wider University, in order to make a positive contribution to the team and the Vertis Media. 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** |
| * Hands-on experience in executing social media campaigns and optimizing content for a professional digital marketing agency and its clients
* Opportunity to develop employability skills, such as project management, communication, and technical proficiency, in a supportive professional environment
* Exposure to Vertis Media's marketing tools and platforms, policies, and procedures, fostering a comprehensive understanding of the business and its context
* Chance to work collaboratively within a team, while also exercising initiative and engaging in self-directed learning to enhance personal and professional growth.
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| **Key areas of responsibility** |
| * Execute social media marketing campaigns across various platforms, ensuring alignment with client objectives and brand guidelines
* Develop and optimize engaging social media content, including copy, visuals, and interactive elements, to maximize audience engagement and drive campaign performance
* Collaborate with internal teams and stakeholders to create and implement content strategies that support overall marketing goals and initiatives
* Monitor, analyse, and report on social media campaign performance, using insights to inform content optimization and future strategy development
* Assist in the management of client relationships, communication, and project administration to ensure smooth operations and client satisfaction
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| **Skills/knowledge that would be desirable** |
| * Understanding of social media platforms, best practices, and emerging trends, with the ability to adapt strategies accordingly
* Excellent written and verbal communication skills, with a keen eye for detail and the ability to craft engaging on-brand content
* Proficiency in social media management tools, analytics platforms, and basic design software (e.g., Canva, Social Pilot)
* Strong organizational and time-management skills, with the ability to multitask, prioritize, and meet deadlines in a fast-paced environment
* Collaborative mindset and ability to work effectively within a team, while also demonstrating initiative and problem-solving 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