**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