
Social Media Intern

Location: Tunbridge Wells, Kent
Salary: National Minimum Wage
Contract: Part-time, fixed-term
Responsible to: Communications and Digital Fundraising Executive

Overview:

Build Africa believes in the power of education to help end poverty. We work to give children the education they need and fight the inequalities that stand in their way.

In September we are launching an exciting new appeal to help vulnerable young mums in Uganda learn to read and support their families. We're looking for a social media intern to help the communications team during this busy period.

This is a fantastic opportunity to be involved in a large scale appeal working across different media platforms to reach our fundraising target. The social media intern will support the team in the delivery and reporting of a wide-reaching public appeal.

This role will offer you the opportunity to gain hands-on experience of a dynamic and innovative fundraising team and further your communication and social media skills.

We are looking for a social media intern who will be available to work three days a week for three months.

Key tasks and responsibilities:

- Assisting the Communications and Digital Fundraising Executive to schedule daily posts across all social media channels
- Research opportunities for advertising in relevant publications / media
- Proactively monitor media to identify any publicity opportunities
- Monitor audience figures throughout the appeal period across Build Africa and partner channels, including daily:
 - Tracking number of unique visits to appeal pages across Build Africa and communications partner websites
 - Tracking number of plays for each video package
 - Tracking total number of engagements with digital content
 - Collating press cuttings from newspapers and recording circulation figures at the time of publishing
- Assist the Communications and Digital Fundraising Executive to keep the website fresh and up-to-date
- Provide writing and editing support for the Communications and Digital Fundraising Executive maintaining agreed messaging and ensuring a high quality and attention to detail
- To undertake all other reasonable activity requested by the Communications and Digital Fundraising Executive

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Person specification:

- Demonstrable ability to use Hootsuite (or other social media management tool) for social media channels (LinkedIn, Twitter, Facebook, Instagram and YouTube)
- Familiarity with Adobe Photoshop
- Strong skills in MS Office, including Word, Excel and Outlook
- Attention to detail and ability to present information in a clear and concise manner
- Highly organised and methodical individual
- Excellent written and verbal communication skills
- A strong work ethic and ability to work using their own initiative
- Time management skills, with good judgement around prioritising workload and ability to work under pressure / to deadlines
- A keen interest in digital communications / marketing
- A keen interest in fundraising
- Understanding of and enthusiasm for international development, especially in sub-Saharan Africa
- Willing to adhere to Build Africa's Child Protection policy and all other Build Africa's policies.
- Any other reasonable tasks as required to support the Build Africa team

Application procedure:

To apply, please submit an application letter of no more than 2 pages and a copy of your current CV to recruitment@build-africa.org.uk stating 'Social Media Intern' in the subject. Please explain how you meet the person specification and why you are interested in the role.

Closing date for applications is Tuesday 3 October 2017 at 5pm.

Interviews will be held on a rolling basis.