

**Registered Charity No: 1125679**

**Company Registration No: 6599429**

**Social Media and Marketing Intern**

**Role Description**

**Based at:** Hi Point, Taunton

**Responsible to:** Director ofIncome Generation

**Salary:** Lunch and expenses

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**Hours:** minimum of 15 hours per week commitment for 3 – 6 months

*This post is subject to satisfactory references and Enhanced DBS check.*

**Main Purpose**

To manage the social media pages and assist with other external communications of Swan Advocacy, including updating the website content.

**Tasks**

* Assist in developing a social media strategy for the organisation
* Assist in executing the social media and marketing strategy
* Generate, edit, publish and share regular content enhancing the public image of Swan Advocacy
* Capture and analyse social media data using Google analytic and continually improve the strategy by acting on the information
* Structure content into content calendars
* Liaise with staff and volunteers to develop content
* Build relationships with people/organisations across different platforms

## Organisational/Personal Responsibilities

* Adhere to and work within the guidelines set out in all the company policies and procedures
* Attend regular team meetings and supervision

**Person Specification**

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| **Skills:** | **Essential** | **Desirable** |
| Effective communicator, both verbal and written |  |  |
| Ability to work independently and as part of a team |  |  |
| Able to cope with the demands of a varying workload |  |  |
| Organisational and Planning Skills |  |  |
| **Experience/qualifications:** |  |  |
| Qualification relevant to the post |  |  |
| Competent in the use of Microsoft office systems including Outlook, Word, Excel and Publisher |  |  |
| Understanding and experience of working with clients who use our services and empathy with their needs and issues |  |  |
| Experience and understanding of social media sites |  |  |
| **Knowledge:** |  |  |
| The geography and communities of our service area |  |  |
| Principles of advocacy and related legislation |  |  |
| **Personal Attributes:** |  |  |
| Professional/ friendly approach |  |  |
| Good organisational skills |  |  |
| Adaptable and approachable |  |  |
| Accept responsibility when working unsupervised |  |  |
| Flexible and adaptable |  |  |
| Keen attention to detail |  |  |
| Positive attitude towards disability, ill health or ageing |  |  |
| Self motivated |  |  |
| **General:** |  |  |
| Willingness to contribute to the overall development of the charity |  |  |
| Willingness to occasionally work outside of normal working hours |  |  |
| Willingness to travel on occasions throughout the South West |  |  |