

Roehampton Internship Scheme – Job Description Template

Role Title: Social Media and Marketing Intern

Location: Home based

Hours: (83 hours maximum)

Salary: £12.05p/hr

Start date: Thursday 16 February

About Our Company

TG Consulting is an independent consultancy that specialises in connecting educators, students and employers. Our ethos is to connect, collaborate and create.

We provide opportunities for development within the organisation for graduates and students to develop as part of their future career and pride ourselves on creating a platform to help build confidence and raise aspirations.

Many of our client solutions and business activities are developed in collaboration with students and graduates, so we are keen to host Roehampton University students and graduates as part of our summer/autumn delivery.

Internship Duties & Responsibilities

- Together with our Social Media Executive, look to create engaging content for TG Consulting social media channels (Instagram and Tik Tok)
- Contribute to team discussions on how to engage students in different TG Consulting initiatives and projects
- Monitor social channels for trending news, ideas and memes, then create content that follows those trends through our social media accounts (Instagram, Facebook and LinkedIn)
- Assist with capturing and analysing social media metrics and data
- Manage and respond to student enquiries via email
- Work with the team to support the production and updating of printed and online marketing collateral.
- Where relevant, support with the development of new project activities.
- Provide support to the team where appropriate in using student communication tools such as social media, MailChimp and SMS marketing software, to create

engaging content which ensures appropriateness, clarity and consistency of messages as well as suitable presentation of information.

Person specification

Essential:

- A desire to learn and develop, whilst adding value to the team objectives
- Ability to work as part of a team and independently
- Knowledge of social media

Desirable:

- Be able to demonstrate a good command of the English language, verbal and written
- Demonstrable organisational and time management
- Good level of computing skills and experience of Microsoft Office packages
- Effective communicator with excellent interpersonal skills
- Interest in working in a marketing/communications role
- Creative thinking
- Ability to work in a team to deliver results

Knowledge of social media

*We encourage applications from graduates and students with minimal work experience but with a desire to add value to our business.

This section to be completed by Roehampton University

To Apply:

Please visit CareerLink via the following link: <https://roehampton.careercentre.me/u/5pnu9eho> and then click 'Apply here' which will take you to the Santander platform. If you have any questions, then please feel free to email: internships@roehampton.ac.uk

Closing date:

We reserve the right to close this opportunity early should sufficient applications be received prior to the closing date.