

Role: Digital Marketing & Social Media Assistant (Intern)

Location: This virtual internship can be carried out remotely. All aspects of the hiring process will be remote, and you can apply by uploading your CV and Covering Letter to the Becas platform. If you have any questions, please get in touch with internships@roehampton.ac.uk at this email address.

Hours: This internship will be part time 10 hours per week for 9 weeks.

Salary: £11.05/hr

Start date: 01 September 2022

About Us

From the local park to the Champions League, one thing in football remains the same, it is played with a ball. The top players in the world don't just play, they feel it, live it and love it. That is why they're at the top, they 'Love the Ball'. Here at Love The Ball we will teach the next generation that golden rule, with players up and down the leagues involved they will get an all encompassing view into what it takes to be the next big thing.

With FA qualified coaches, LTB provide top-flight coaching for affordable prices. LTB works with schools and provides community coaching and holiday camps. Just like the world we live in, our organisation is diverse and we believe this is essential when it comes to targeting the next generation of players from every background.

Love the Ball provides a fun yet informative learning environment where children can build confidence and belief in what they can do but most of all we want them to enjoy it, smile and Love the Ball.

In recent years LTB has worked in partnership with ProDirect Academy and the Metropolitan Police FC Academy.

You can read more about Love The Ball and its partners here.

<https://www.lovetheball.com/>

<https://www.prodirectacademy.com/>

<https://www.mpfacademy.com/>

Main duties & responsibilities

Love The Ball (LTB) has an extensive marketing plan that has been created but does not have the resources to implement it- this is where you come in! We are looking for a Digital

Marketing/Social Media Assistant to work with us and our team to help increase and improve our online presence. LTB operates in a highly competitive area with many high profile competitors, including professional football clubs. We need you to help us define and promote our unique selling points to grow our business. You will:

- Help to refine our social media plan with the overall objective of amplifying our digital presence.
- Implement the plan by managing a range of communication channels (website and social media channels including Twitter, Facebook, Instagram and LinkedIn) with a consistent 'on-brand' approach.
- Manage a social media scheduler for planned posts and supplementing our presence with additional posts to generate a responsive element to communications.
- Fully maximise the social media potential to secure the best results e.g. researching relevant Facebook groups to join, investigating the full function of Instagram and working closely with our social media team to create a clear weekly social media plan.
- Develop content, including creative content, for digital platforms including copy writing, graphic imagery and video formats.
- Help LTB increase its profile within the local community.

You will also have the opportunity to complete some project work and research. This may include:

- Review LTB processes to ensure efficiency (e.g. bookings, invoicing) and ensure that LTB has mechanisms in place to be sustainable and maintain an excellent level of service and its core values during its growth phase (e.g. effective recruitment practices for high quality coaches).

Person specification

Essential:

- Excellent communication skills including excellent written English skills.
- Excellent time management
- An interest in digital marketing coupled with a knowledge of different social media channels and a passion for digital communication
- Demonstrable ability to write engaging posts and a keen eye for detail
- Able to use Microsoft office software
- Ability to multitask and work within a team remotely
- Ability to work independently
- Understanding of Facebook

Desirable:

- Ability to use social media schedulers e.g. Buffer, Hootsuite.
- Experience creating and changing web content.
- Experience in Adobe Creative Suite and Final Cut Pro X.
- Understanding of social media marketing and promotion.

- Knowledge of the of the Surrey/South West London area.
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To Apply:

Please apply through the Becas platform.

In your application letter please ensure you address the following questions:

- Please specify what skills and experience you can bring to the role.
- Please briefly explain your interest in working for Love the Ball
- Please ensure you outline when you would be available to start the internship

Closing date: TBC

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