



JOB DESCRIPTION

POST:	Social & Digital Media Intern
LOCATION:	Ilkeston, with nationwide travel
RESPONSIBLE TO:	Assistant Director of Communications & Marketing

JOB PURPOSE:

To support the Assistant Director of Communications & Marketing with all areas of the marketing and communications mix, in order to promote the charity to all stakeholders, internally and externally.

This role gives the successful candidate the opportunity to join a rapidly growing organisation, that changes lives every day and bring their skills, ideas and enthusiasm to the charity sector.

KEY RESPONSIBILITIES

- 1) To work with the Communications and Marketing Department to support the production of P3's social media and digital content.
- 2) To ensure that clients, staff and other key stakeholders can access P3's information through social media and associated channels, and to ensure that key information is relevant, accurate, up-to-date, meets the charity's needs and enhances the quality of our services..
- 3) To work collaboratively to enable staff to make effective use of social and digital media in their daily activities, and to support staff with the development of original content across these channels.
- 4) To provide support for updates to P3's digital communication's mix, including social media, ebulletins, web, microsites and blogs.
- 5) To provide creative and editorial support for P3's digital channels, including social media, ebulletins, web, microsites and blogs.
- 6) To be responsible for ensuring that all published digital content meets P3's written, branding, accessibility and style guidelines.

- 7) To proactively analyse current and future media technologies and applications for use by the charity, and support the delivery of recommendations as to how this can develop and improve P3's audience engagement.
- 8) To be responsible for providing accurate analytical data and information to support the development of management reports and briefings.
- 9) To support in the monitoring of digital trends and conduct research and benchmarking in the use of current and emerging digital technology and usage, with the aim of informing and shaping P3's social media output.
- 10) To contribute to the planning and implementation of policies, procedures and practices to maximise the effectiveness of the P3's social media channels.
- 11) To be responsible for successfully influencing a range of staff across relevant teams to take ownership of their digital content via coaching and training.
- 12) To support staff with the ongoing creation, design and maintenance of their digital content, especially where this needs to be aligned with social media.
- 13) To support with the production of P3's wider marketing and communications materials as appropriate.
- 14) To carry out regular appropriate maintenance including link-checking, accessibility checks, site reliability, archiving and audience usage analysis.
- 15) To proactively work towards achieving recognised standards for electronic media delivery – including accessibility, usability and Plain English.

DEVELOPMENT

- 16) Undertake the Staff Induction Programme and participate in P3s Training programme. Assist, as requested, in the induction and training of new staff, students and volunteers.
- 17) Participate in staff meetings, supervision meetings, training, team development sessions and other meetings as required, reporting back to the team as appropriate.

DELIVERING EQUALITY

- 18) Foster the equality, diversity and rights of others by ensuring people are respected and valued as individuals
- 23) Promote the rights and needs of people who use P3 services in the community.

OTHER

- 24) Undertake such other duties appropriate to your role, as may be required from time to time.

25) Undertake all duties in accordance with all P3 policies and work towards their continuing development and implementation.

26) The employee may on occasions, and in necessary circumstances, be called upon to undertake work in other locations in order to ensure P3's commitments to clients are fulfilled.

27) Undertake development activities as necessary and appropriate to the role.

28) The role will involve travel around P3 locations in order to be successful.

All job descriptions are subject to periodic review. This job description covers the range of duties required. It is P3 policy to, wherever possible, reach agreement on changes, however if this is not possible, P3 reserves the right to change the job description in line with the needs of the organisation.

P3
PERSON SPECIFICATION
Social & Digital Media Intern

	Essential	Desirable
Values <ul style="list-style-type: none">• Recognise and value all aspects of equality and diversity	✓	

<ul style="list-style-type: none"> • Understanding of and commitment to the importance of accessing training, learning and development opportunities • Understanding of those who use our services being enabled to have greater opportunities to exercise their rights 	<ul style="list-style-type: none"> ✓ ✓ 	
<p>Knowledge and Understanding</p> <ul style="list-style-type: none"> • Knowledge and understanding of how marketing/communications principles can be applied to a charity organisation and the social sector • High level of knowledge and understanding regarding using information technology packages applicable to a marketing and communications specific role • The desire to develop a communications career in the charity sector 	<ul style="list-style-type: none"> ✓ ✓ ✓ 	
<p>Skills and Abilities</p> <ul style="list-style-type: none"> • Must have ability to and be prepared to use computers for : <ul style="list-style-type: none"> ✓ Email & internet ✓ Social media ✓ Graphic design ✓ Video editing ✓ Photo editing ✓ Audio editing ✓ Preparing letters, spreadsheets and presentations • Good writing and proof reading skills. Including targeting at different formats and audiences. • Experience and skills in taking photographs of people, using photographic equipment and using editing software • A familiarity with website content management systems and experience with social media channels • Good verbal skills in dealing with people, face to face and using the telephone • Good organisational and project planning skills • Ability to work as part of a team and also use your own initiative 	<ul style="list-style-type: none"> ✓ ✓ ✓ ✓ ✓ ✓ ✓ 	

<ul style="list-style-type: none"> • Past experience if writing marketing content for various outputs such as blogs, newsletters, leaflets and social media. And understands the differing tone of voice needed between these. • Proactive, dynamic and energetic. Able to identify opportunities to build on and add value to their work. 	<p>✓</p>	<p>✓</p>
<p>Other</p> <ul style="list-style-type: none"> • Full UK driving license • A commitment to personal and career development relevant to the post • Other relevant training and qualifications in a marketing or communications discipline 	<p>✓</p> <p>✓</p>	<p>✓</p>