

Social media intern

Job description and person specification

BACKGROUND TO THE ROLE

We are looking for a social media savvy intern with a passion for both science and animals to help us take our social media presence to the next level. You will have a strong interest in and understanding of science, as well as being fluent in a range of platforms (primarily Facebook, Twitter, LinkedIn and Instagram) and other tools. Experience of creating infographics, as well as recording and editing podcasts and video would be an advantage. FRAME has a small team who works closely together to promote our work. Our marketing function is outsourced to our partner, V-Formation, and the successful applicant will need to work well with colleagues at both FRAME and V-Formation.

We offer great support, guidance and supervision, and the chance to have genuine input into how we develop our social media approach. This is an opportunity to develop skills working as part of a dispersed team (FRAME's team are all homeworkers), grow your knowledge of the charity sector, and deliver results in a real world setting that will enhance your CV. The role would suit either a recent graduate or Masters student in media or marketing with a strong interest in the communication of science, or a science graduate with interest and experience in social media marketing.

FRAME is a charity working tirelessly to end laboratory animal use in biomedical research, drug development and testing. We have been around for 50 years, contributing significantly to eliminating animal testing in a range of areas. It might take another 50 to achieve our mission but every day, week, month and year brings us closer to our goal and you could help to move us forward.

KEY OBJECTIVES

- Work with a range of colleagues at FRAME and V-Formation to develop an effective social media strategy for FRAME that helps us communicate to our various audiences.
- Set up horizon scanning systems and alerts to ensure FRAME is the leading communicator of alternatives information.
- Develop new content in the form of short copy/comment, video, audio and visuals to share.
- Be an ambassador for FRAME promoting the vision, aims and objectives of charity with all external contacts.

PARTICULARS

Accountabilities: Reports to CEO

Salary: National Living Wage £9.30/hr, equating to £17,530pa (based on 36.25 hour working week)

Hours: Full-time or part-time. Hours and start date can be arranged flexibly by discussion for example to fit around study commitments.

Location: Homeworking.

Contract: 3 months full-time, but can be adapted to fit around other commitments (eg 6 months at half time).

PERSON SPECIFICATION

	Essential	Desirable
Qualifications		
Evidence of literacy skills relevant to the role	X	
Qualification in a relevant area such as science, science communication, or digital marketing		X
Experience		
Experience of using a range of social media platforms effectively	X	
Experience of creating video and podcasts		X
Experience of creating infographics		X
Experience of relevant software such as Photoshop and Canva		X
Experience of using online collaborative and meeting software (preferably Office 365 and Teams)	X	
Knowledge		
Knowledge of scientific research, in particular biology and life sciences	X	
Experience of online and database research tools to surface relevant content	X	
Personal characteristics		
Strong affinity with FRAME's mission and values	X	
Ability to think creatively about how to communicate with a diverse range of audiences	X	
Passion for science communication	X	
Confident, effective communicator	X	
Ability to accept constructive feedback and eager for development	X	
Highly IT literate	X	
Self-motivated	X	
Friendly, engaging and professional manner	X	
Ability to work collaboratively in a small team, and with an active awareness of principles of equality, diversity and inclusion	X	

TO APPLY

Please visit <https://hr.breathehr.com/v/social-media-intern-15231> and upload a copy of your CV as well as a supporting statement which explains why you would like this position and how you meet the requirements of the person specification above.

Closing date for applications is Friday 26th March 2021.

Interviews will be held via MS Teams in the week commencing 5th or 12th April 2021.