



## Vacancy: Marketing and Social Media Intern

Come join us and make a difference to the lives of students! We're looking for a creative and organised Marketing and Social Media Intern to assist our Communications Team and increase student engagement.

### Who are we?

Edinburgh Napier Students' Association (that's 'ENSA' to our friends) exists to enable students to make the most of their university experience. We do this by representing, supporting and developing Edinburgh Napier students to be successful in their studies; to try out new things; to engage in, and contribute to, university life; to be healthy and happy; to bring about positive change; and to have fun.

### About the post

The Marketing and Social Media Intern will drive student engagement by creating informative, entertaining and thought-provoking digital content; promote ENSA-supported events and campaigns, profile student activity, and increase awareness of issues affecting students' lives. The post-holder will also assist in carrying out market research to extend ENSA's reach and target student groups.

**Contract:** Temporary contract for a period of 12 weeks

**Hours of Work:** 7-10 hours per week

**Pay:** £12.60 per hour

**Holiday Entitlement:** 15 hours (based on working a 10-hour week)

**Location:** Edinburgh Napier University's Merchiston Campus, with regular travel to the Sighthill and Craiglockhart campuses and occasional off-site travel; some home working may be permitted with the agreement of the line manager and as duties allow.

**Reports to:** Communications Team Lead

**Start date:** This post will be available from January 2025.

**Eligibility:** You must have the *unrestricted* right to work in the UK at the time of application.

### **Description of Duties:**

1. Create engaging content for a variety of media and channels, including social media images, written articles, photos and videos.
2. Undertake market research and help to develop marketing strategies to ensure communications are effective and reaching target audiences.
3. Schedule, post and respond to ENSA social media messages across all appropriate platforms to maximise impact and create a positive profile for ENSA.
4. Manage a calendar of timed posts, derived primarily from ENSA's over-arching calendar of events but also including ad hoc posts where required.
5. Analyse key metrics and tweak strategies accordingly.
6. Monitor ENSA's sports clubs and societies' channels, as well as externals, for relevant content.
7. Observe all necessary protocols and instructions in relation to posts, including use of personal data, language, conflicts of interest, and election restrictions.
8. Work with the Elected Officers and wider ENSA team to gather relevant content from across all areas of the organisation.
9. Keep up-to-date with best practice.

## Person Specification:

Criteria	Essential	Desirable
<p><b>Experience/Knowledge</b></p> <p><i>You should have:</i></p> <p>A qualification (or be working towards completing a qualification) in a relevant subject, such as marketing or digital media, to at least HND level</p> <p>At least one year of experience of social media marketing working in a professional environment</p> <p>Experience developing marketing strategies, carrying out market research and producing high-quality written reports</p> <p>Demonstrable ability to create and develop content for digital communications channels</p> <p>An understanding of developments and changes in digital communications and social media</p> <p>Experience of building awareness and engagement with campaigns on local and national issues</p>	<p>✓</p> <p>✓</p> <p>✓</p> <p>✓</p> <p>✓</p> <p>✓</p>	<p>✓</p> <p>✓</p> <p>✓</p> <p>✓</p> <p>✓</p>
<p><b>Skills</b></p> <p><i>You should be able to:</i></p> <p>Shoot photography and videography in a range of settings</p> <p>Work with a wide range of stakeholders</p> <p>Produce engaging content for a range of audiences</p>	<p>✓</p> <p>✓</p> <p>✓</p>	

Create and adhere to plans, schedules and strategies	✓	
Use a range of software packages, including Adobe Creative Suite and Microsoft Office		✓
Meet deadlines, multi-task and work under pressure	✓	
Work independently and take initiative while also being a team-player	✓	
Be attentive to detail and strictly adhere to guidelines	✓	
<b>Attributes</b>		
<i>You will be:</i>		
Self-motivated with a 'can do' attitude	✓	
Collaborative and a good team-player	✓	
Flexible and resilient	✓	
A confident communicator able to engage proactively with a student population	✓	
Appreciative of cultural differences and have a strong commitment to diversity and inclusion.	✓	

## To Apply:

Submit your CV with a covering letter to [c.reid@napier.ac.uk](mailto:c.reid@napier.ac.uk) by **12 noon on Friday 13 December**.

Late applications will not be accepted.

Please also include some examples of your work, either as attached files or links to social media/online portfolio pages.

Interviews will be held at Merchiston Campus over the week commencing **16 December**. It may be possible to arrange an interview over Teams if you are not available in-person during this week.