

# JOB DESCRIPTION

Date

25/04/2017

<b>Job Title:</b>	Social Media & Events Intern (Part-time)
<b>Reporting To:</b>	Marketing Officer & Business Manager
<b>Department:</b>	Support Staff
<b>Working hours:</b>	Minimum of two days per week – flexible hours
<b>Checks:</b>	Enhanced DBS check and 3 satisfactory references. Proof of address and Right to work in the UK

*The job holder's responsibility for promoting and safeguarding the welfare of children and young person's for whom s/he is responsible, or with whom s/he comes into contact will be to adhere to and ensure compliance with the relevant Cognita Safeguarding; Child Protection Policy and Procedures at all times. If in the course of carrying out the duties of the role, the job holder identifies any instance that a child is suffering or likely to suffer significant harm either at school or at home, s/he must report any concerns to the School's Child Protection Officer/Designated Safeguarding Lead or to the Head or indeed to the Regional CEO so that a referral can be made accordingly to the relevant third party services.*

## Training and experience

<b>Training Requirements</b>	Marketing related education
<b>Languages</b>	Excellent written English
<b>IT knowledge</b>	Intermediate to Advanced of all Microsoft packages.
<b>Experience</b>	A strong interest in social media and marketing

## Working with us

Achieving more than you believed possible – that's what constitutes a quality education. At Cognita it is what we strive for in our schools. We want it for our children, and we want it for the people who work for us.

Since Cognita's launch in 2004, we've built an international network of 68 schools that serve some 30,000 pupils across seven countries in the UK, Europe, Latin America and South-East Asia.

Cognita's international network of schools and regional offices, combined with our ongoing investment in the professional development of our people, means we can offer first-class career opportunities with a global dimension. If you want to take your career further, we want to support you in achieving that goal within Cognita.

## Job Summary

Successfully manage the school's online presence and target content to users on social media to drive traffic and enquiries to the school website.

The purpose of this internship is for candidates to gain valuable marketing insight and experience. The internship will be a mutual agreement beneficial to both parties where we will agree projects, duties and time worked to ensure you get the most from your Internship.

The successful intern will be required to be committed to work for a minimum of six months. If you think you have the right skills and you are willing to learn, we would like to hear from you.

## Key Responsibilities

- Developing new marketing campaigns for our social media presence
- Researching content ideas and writing for our blog
- Managing our social media feeds with interesting content to increase followers
- Uploading images/ videos to social media (approved by Line Manager)
- Ensuring consistency of message across all social platforms
- Industry research
- Weekly reporting to the Marketing Officer & Business Manager
- Assist with competitor analysis
- Assist in organisation and set up of school events

## Person Specification

### Education and Skills

- Educated to degree level/ relevant work experience
- Knowledge of SEO (desirable)
- Grade A-C English G.C.S.E's or equivalent

## Competencies for the Role

### Role Specific

We are looking for someone who is:

- Ambitious
- Creative
- Extremely organised
- Ability to meet multiple deadlines
- Ability to work with own initiative

**Values Based Behaviours** – The behaviours associated with our company values

- Excellence
- Respect
- Integrity

## Remuneration

- Salary unpaid
- Lunch, teas and coffees provided
- Expenses reimbursed
- Professional development
- Flexible working hours

Signed: ..... Date:.....

Printed Name: .....