



## **Social Media Intern – voluntary position**

**An exciting opportunity for an exceptional individual to add real value, as well as gain fantastic experience for small national charity.**

We welcome individuals who are looking to have a career in the field of social media especially in the not for profit/charity sector. This internship is initially unpaid but could evolve into a paid position as our charity develops.

At Parent Infant Partnership (PIP) UK we are championing and working to build capacity in the field of infant mental health support – reaching families where there are difficulties to form a bond with their baby.

We are looking for a social media intern to join our team. You will help shape PIP UK's online community and increase engagement across our social media platforms.

This is your exciting opportunity to own a charity's social presence and community as they move into the next phase of the organisation's development. You will be part of a small team, while developing your knowledge and skills of marketing within the social media sphere.

### **Who are PIP UK?**

We are a small national charity with the mission to make psychotherapeutic support available to all families who are struggling to form a secure relationship with their baby. We currently support a number of specialist infant mental health services around the UK, and provide the joint secretariat for the All Party Parliamentary Group: Conception to Age Two. We are currently looking at our future strategy and direction in relation to achieving our mission, so it is an exciting opportunity to join our team and help make a difference.

[www.pipuk.org.uk](http://www.pipuk.org.uk)

### **The Role:**

First, and foremost, we are looking for someone who loves social media and have a keen understanding about how to excite audiences on these channels.

You understand that social media is not just about posting and scheduling, but that it is about connecting with a community and providing them with something that they will love to share, comment on and like.

We are looking for an innovative, highly motivated and creative social media intern. You will be part of a small team that will be involved in developing a new communications strategy as we move into the next phase of our work.

Candidates need to have both impeccable organizational skills, and be creative thinkers. We want someone who is full of ideas and excited about PIP UK and the first 1001 days of life. You will be passionate about the charity and can communicate this effortlessly and with confidence.

While you will be working closely with our team, this is a remote intern position. We need someone who is eager to take ownership of a task and see it through to completion.

The role will include areas of research, idea generation, community building, scheduling and engagement analytics making it a diverse and rich opportunity.

The position is part-time 5-6h per week.

3-month minimum commitment.

## **Responsibilities and Duties**

### **Responsibilities:**

We aim to build an online community across all our social media platforms that is engaged, active and excited about PIP UK and the First 1001 days campaign.

Our social media accounts include:

[@earlypotential](#) and [@first1001days](#) Twitter accounts and the [www.pipuk.org.uk](http://www.pipuk.org.uk) and [www.1001criticaldays.co.uk](http://www.1001criticaldays.co.uk) websites

Specific responsibilities:

- **Research:** Researching what is the best content that we should be providing to our audience.
- **Idea Generation:** Generating ideas for content across all platforms. Seeing ideas from creation to completion.
- **Content Marketing Strategy:** Assisting on the creation of a content schedule for all platforms.
- **Creative Assets:** Organizing and uploading creative assets including copy and imagery.
- **Advising & Clean-up:** You will help us to objectively look at our platforms and make helpful suggestions to how to improve. You will implement a clean-up of our platforms so far.
- **Engagement:** Actively engage with the community.
- **Analysing:** Analysing data based on open rates and click-throughs. Report on findings monthly.

## **Qualifications and Skills**

### **Our Ideal Candidate:**

#### **Social Media Marketing Student:**

Ideally, you are a social media marketing student, or equivalent, who loves social media. (If you have a sufficient interest in social media, but are not studying marketing, please do apply with social proof of your interest in the area.)

#### **Passionate:**

You must be passionate about families and the first 1001 days of life, understanding its importance in the developing potential of all children.

#### **Communication:**

You have excellent communication skills, both written and verbally. You will represent the brand thoughtfully and conscientiously.

#### **Self Motivated:**

You will be working remotely and independently on specific tasks, so will need to be highly self-motivated and focused.

#### **Creative:**

You are good at finding solutions and are quick to think on your feet. You can participate in idea generation and creative brainstorming.

#### **Computer Skills:**

You have excellent computer skills. Your role involves inputting and recording data.

#### **Benefits**

##### **\*WHAT YOU WILL GET\***

- Profile and recognition on our website and social media platforms
- The opportunity to be part of a passionate team and invaluable insight into the life of a developing charity
- Valuable transferable skills from working in a charity environment and an opportunity for a good, strong reference.
- The opportunity to attend some events in our field of influence i.e. All Party Parliamentary Group sessions
- Travel costs covered where related to the position
- Opportunity for this to turn into a paid position.

This internship requires a minimum of 5 hours of work per week and can be done from home if desired.

## **Application**

Please send a cover letter and accompanying CV by **noon on Monday March 26th**. Please put "Social Media Intern" as the subject line.

Job Type: Internship

Required experience:

- Social Media Marketing and or management: 1 year