

N E O N P E R F O R M I N G A R T S

Job Title: Marketing, Branding & Communications Intern (Social Media & Website Management)

Type: Paid Internship (6 months)

Duration: January 6, 2025 – July 5, 2025 (26 weeks)

Hours: 15 hours per week (total of 390 hours)

Pay: £13.15 per hour (Total: £5,125.50) as a freelancer (you will be assisted in setting up as self-employed)

About the Role:

We are excited to offer a **paid internship opportunity** in **Marketing, Branding & Communications**, focusing on **Social Media and Website Management**. This role will support the development of our online presence and marketing strategies. As part of the team, you will collaborate with key departments to create engaging content, increase brand visibility, and help manage our website. This is an excellent chance for someone eager to build their skills in the creative sector and learn from experienced professionals. You will be report to and be supported by the Artistic Director.

Key Responsibilities:

- **Social Media Management:**
 - Work alongside the Artistic Director, Executive Producer, and Project Manager to develop and execute a dynamic social media strategy tailored to young audiences.
 - Create, schedule, and post engaging content (videos, images, text) across various platforms.
 - Manage public engagement on social media, including responding to comments and messages.
 - Build meaningful customer connections and increase community engagement with the brand.
- **Website Management:**
 - Regularly update the website with new content such as blog posts, interviews with students and artists, and visual media.
 - Ensure website content is engaging, up-to-date, and appropriately targeted to different audiences.
- **Marketing & Branding:**
 - Collaborate with the Executive Producer to research and implement marketing strategies across multiple platforms.
 - Assist in the creation of newsletters, show programs, flyers, and merchandise materials.

N E O N P E R F O R M I N G A R T S

- Help ensure all branding efforts are cohesive and reflective of the organization's vision.
- **Content Creation:**
 - Work on generating creative content for social media and the website, including footage, photos, blog posts, and promotional materials.
 - Develop and adhere to a content schedule to meet marketing goals and deadlines.

Expected Learning Outcomes:

- Gain **CV writing** and **presentation skills** to enhance confidence for future job applications.
- Attend **networking events** to expand professional connections within the industry.
- Learn how to **adapt to a dynamic workplace environment** and understand professional expectations.
- Develop strong **time management** and **deadline management** skills.
- Understand the importance of **collaborative teamwork** and take ownership of tasks, knowing when to seek assistance.
- Gain practical skills in **social media management, marketing strategies, and content creation.**
- Enhance **critical thinking, problem-solving, and interpersonal skills.**

Progression & Future Opportunities:

Upon successful completion of the internship, there is an opportunity to transition into a **part-time employment position** with us, with an expectation of the role being **20 hours per week** at **£15 per hour**.

How to Apply:

Interested candidates should submit their CV and a Cover Letter of no more than 1 page to neonperformingarts@gmail.com explaining why this internship interests you and the specific role.