

**STEP** **NOW**  
**Social Media Internship**

### **About STEP NOW**

STEP NOW is an emerging youth organisation with a mission to equip young people aged 11-25 with the knowledge to make better choices earlier in life. We do this by educating, mentoring and empowering them with the best life tools to STEP into adulthood.

### **Job Description**

This role is funded by Lambeth's ELEVATE programme which aims to get young people from underrepresented backgrounds into the Creative and Digital sectors. To meet the needs of this role, you will need to be:

- Lambeth resident (with the exception of Lambeth care experienced young people)
- 16 to 24 years old
- Not currently in education, employment or training
- Willing to gain experience in youth work

We are looking for a creative and proactive social media marketing intern to work within the marketing team to help manage, enhance, and optimise our social media channels. You will have unprecedented responsibility with the opportunity to make a noticeable difference within the company, creating original content as well as organising promotional activities.

### **Key Information**

- **Reports to:** Social Media & Marketing Manager
- **Contract Term:** Jan 2025 - June 2025
- **Hours:** 16 hours per week typically between 10am-6pm, although there may be occasional early starts/ late finishes where required (e.g., for in-school or afterschool club delivery)
- **Pay:** £13.15 p/h

### **Key Responsibilities**

- Manage the monthly content calendar and obtain marketing team approval.
- Create engaging content (text, images, videos) for TikTok, Instagram, Snapchat, YouTube, and LinkedIn, ensuring grammatical and visual accuracy.
- Schedule social media posts using Metricool (training will be provided).
- Engage with followers by responding to comments on TikTok, YouTube, and Instagram promptly.
- Collaborate with the marketing team to develop social media strategies and seasonal campaigns.
- Track and analyse social media performance with the Social Media Manager.
- Maintain a social media spreadsheet, gathering handles for collaborations and compiling partner logos.
- Organise content in the Google Drive.
- Stay updated on social media trends and best practices.
- Recommend strategy adjustments for improved performance.

## **Person Specification**

### **Desirable Skills**

- Most important of all, you'll have a strong willingness to learn - which is a skill itself.
- You are pro-innovation with ideas that challenge the norm and are measurable.
- An innate interest and deep understanding of social media (Instagram, TikTok, SnapChat, and Youtube).
- Some editing ability (Canva / CapCut as examples).
- Excellent communication skills.
- Willing to learn how to create short form script-writing skills for social media.
- Ability to work independently and within a team.
- Understanding of social media trends, features, and ability to tell a story.
- Have a native level of English and be able to communicate effectively with the team.
- Hard-working, passionate and self-motivated individual.
- Understanding and appreciation of storytelling, relatability and what binds a community.

### **How to Apply**

For any questions you may have, contact us at [hr@stepnow.co.uk](mailto:hr@stepnow.co.uk). Otherwise, send your CV and a short video to the above email address explaining why you would like for us to consider your application. Get creative!