**Job Description**

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| Job title | Marketing Intern |
| Location | The Factory @ POP Brixton, 49 Brixton Station Rd, SW9 8PQ |
| Type | Part time (2 days a week; - Mondays, Tuesdays, Thursdays only) |
| Salary | tbc |
| Apply | Send your CV and covering statement of why you fit this role to **hr@iconicsteps.co.uk** |
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| The Company  | Iconic Steps is a creative agency with a social impact! We deliver high quality digital marketing, advertising and communications services to our clients; we also support and train young people (16-35) from diverse and underrepresented backgrounds to increase their opportunities in entering the media industry. Our purpose is to shake up the current dynamic in the creative industry and create a more inclusive, more equal environment where everyone has the opportunity to succeed. |
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| Ideal Candidate | You will need to be organised having a positive, energetic and welcoming attitude. Think outside of the box on ideas for audience outreach and engagement to promote the Iconic Steps brand. You will enjoy a busy office environment, excel in multitasking and have a passion and drive to join us in making a difference.This is an ideal role for someone who wants to gain work experience in marketing and brand management. |
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| Key responsibilities | Social Media Management* Ideate post topics and create engaging content that follows the Iconic Steps brand and voice
* Post once/twice weekly and manage daily activity on social platforms eg Instagram, LinkedIn and TikTok
* Monitor and engage with followers, including student alumni and partner organizations
* Use analytics tools to track and report engagement and success.

Content Creation* Collect details and relevant information, and locate imagery or video, for posts
* Establish newsletter template
* Collect, and sometimes write up, content for newsletter and distribute fortnightly
* Edit multimedia content to create short clips for use online
* Design programme flyers using Canva or Photoshop
* Create core design elements based on Iconic Steps logo and brand guidelines

Community Engagement* Work with the Programmes Administrator to advertise our Academy to potential students
* Promote Industry Insight Networking Sessions via social media, newsletter, and WhatsApp
* Assist with setup and running of networking events
* Promote work opportunities to our Alumni network
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| Skills development | * Social media marketing and content creation for business.
* Effective communication and project management.
* Strategic use of analytics tools to inform content strategies.
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| Essential job requirements and characteristics | * Eye for design and appealing visuals
* Attention to detail
* Good grammar and spelling
* Skilled/ adaptable in using online software
* Familiar with basic use of Photoshop, InDesign & Canva
* Familiar with social media platforms, especially Instagram, LinkedIn, and TikTok
* Familiar with basic editing software like Adobe Premiere (preferred but not essential)
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