**Job Description**

|  |  |
| --- | --- |
| 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** |
|  |  |
| 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. |
|  |  |
| 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. |
|  |  |
| 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 |
| Skills development | * Social media marketing and content creation for business. * Effective communication and project management. * Strategic use of analytics tools to inform content strategies. |
|  |  |
| 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) |