

Jr. Marketing & Social Media Intern (6-Month Internship)

- **Salary:** £23,000 per annum (pro-rata)
 - **Hours:** 35 hours per week (5 full days)
 - **Holidays:** 22 days paid holiday per annum (pro-rata) + bank holidays + Eid days
 - **Reports to:** Head of Creative Media Team
 - **Location:** Remote/Hybrid. Frequent travel around the UK is essential. Preference may be given to candidates who are able to work from a Birmingham office.
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About Islamophobia Charitable Trust (ICT)

The Islamophobia Charitable Trust (ICT) is a new UK charity dedicated to empowering organisations that combat Islamophobia. We are passionate about promoting the fundamental human rights of those affected by Islamophobia in the UK. ICT provides essential operational and creative support to organisations in this field, enabling them to streamline operations and amplify their impact.

The Role

This 6-month internship is an exciting opportunity, ideal for a recent graduate to gain experience and skills in the creative and marketing field. As a **Jr. Marketing & Social Media Intern** you will work alongside senior creatives in a creative media team to fulfil the needs of our clients. The role includes opportunities to create digital content and to contribute to planning and executing successful social media strategies.

Key Learning opportunities

1. **Social Media Strategy & Management**
 - Understanding how to develop and execute social media strategies.
 - Learning how to schedule and manage content across different platforms.
 - Analysing engagement metrics and optimising content for performance.
2. **Content Creation & Digital Design**
 - Gaining hands-on experience in creating social media content (graphics, videos, reels, and stories).
 - Learning how to use design and video editing tools such as Canva, Adobe Creative Suite, and CapCut.
 - Understanding brand consistency and visual storytelling.
3. **Copywriting & Digital Communication**
 - Writing compelling social media captions, blog posts, and campaign messaging.
 - Understanding tone of voice and audience engagement techniques.

- Learning the fundamentals of SEO and how to optimise content for visibility.
- 4. Marketing Campaign Development**
 - Assisting in the planning and execution of digital marketing campaigns.
 - Learning about campaign performance tracking and reporting.
 - Gaining experience in email marketing and newsletter content creation.
- 5. Analytics & Performance Tracking**
 - Understanding social media analytics tools (e.g., Meta Insights, Google Analytics, and LinkedIn Analytics).
 - Learning how to interpret data to optimise engagement and reach.
 - Gaining experience in reporting key performance indicators (KPIs) and making recommendations.
- 6. Influencer & Community Engagement**
 - Understanding influencer marketing and how to collaborate with creators.
 - Engaging with online communities and building brand relationships.
 - Learning about user-generated content and brand advocacy strategies.
- 7. Paid Social Media Advertising**
 - Introduction to paid advertising on platforms such as Facebook, Instagram, LinkedIn, and TikTok.
 - Learning how to set up, monitor, and adjust paid campaigns.
 - Understanding ad targeting, audience segmentation, and budget allocation.
- 8. Project Management & Collaboration**
 - Working alongside senior creatives and marketing professionals.
 - Learning how to manage multiple projects and meet deadlines.
 - Gaining experience in using Asana as a project management tool.
- 9. Branding & Market Research**
 - Understanding brand positioning and how to maintain brand identity across platforms.
 - Conducting competitor and industry research to inform strategy.
 - Learning about audience segmentation and customer personas.
- 10. Career Development & Networking**
 - Gaining exposure to industry professionals and networking opportunities.
 - Receiving mentorship and feedback to support career growth and progression.

Through this internship, you will identify and cultivate your strengths while addressing areas for development in a structured and supportive environment, through developing a strong grounding in reflective practice.

Candidate Requirements

Qualifications: Educated to a degree level or equivalent.

Experience: Demonstrable experience in creating content in the form of graphics and videos, and experience in managing social media accounts.

Travel: Willingness and access to reliable transportation are essential, as this role includes essential and frequent travel across the UK.

Skills: Strong organisational and time-management skills, excellent communication abilities, and IT proficiency.

Attributes: A proactive approach, ability to work independently and use initiative, and a willingness to learn and grow in the role.

Passion: A genuine interest in ICT's mission and commitment to empowering organisations that tackle Islamophobia.

Application Process

To apply, please complete the online form, attaching a PDF version of your CV and a brief cover letter (maximum 1 page of A4) explaining your interest in this internship and how you feel this opportunity will help you to grow as a professional.

Interviews will be conducted on a rolling basis, so we encourage early applications. We regret that only shortlisted candidates will be contacted. We may close applications before the deadline if a suitable candidate is found.

ICT is committed to fostering an inclusive workplace and encourages applications from candidates of all backgrounds.