



JOB INTERNSHIP ADVERT: DIGITAL COMMUNICATIONS INTERN

Role: Digital Communications Intern

Duration: 3 months fixed term

Location: Glasgow, Glasgow City – Office based

Salary: £26,500 per year pro-rata

Hours: Part time - 22.5 hours per week

Have you recently graduated from a course like communications, marketing or journalism with an interest in applying your skills to third sector communications?

Playlist for Life - UK's leading music and dementia charity - is seeking a Digital Communications Intern to support audience growth via a range of digital communications channels to its network. The aim is to support and enhance our work to improve the lives of people living with dementia through the use of personal playlists.

Playlist for Life provides vital support to families living with dementia by using music in care and support to improve quality of life. The charity has a simple vision: for everyone with dementia to have a unique personal playlist and for everyone who loves or cares for them to know how to use it.

If you are on top of social media trends, have a flair to boost engagement and help grow our network then we want to hear from you.

The Digital Communications Intern will work alongside the Senior Communications Officer as well as the wider team to reach our network and beyond through our digital communications and social media.

Application notes

Please visit our website for a full job description, person specification and application form. In addition to completing the application form, you will need to upload a maximum two-page CV and a cover letter detailing why you are the ideal candidate for this role and how you meet the requirements in the person specification. You will also need to supply two references we can contact to provide information in support of your application. One of these should be your current manager if applicable. References will also be accepted from academic lecturers and club and association leaders. A personal character reference will also be accepted if at least one other reference is provided.

Please submit your application by 5pm on Friday 26th June. Interviews are expected to take place on the week beginning the 6th of July. Handwritten applications will not be accepted. We're anticipating strong interest in this role and may close applications early once we've received a

sufficient number of applicants. **To avoid missing out, we recommend applying as soon as possible.**

JOB DESCRIPTION: DIGITAL COMMUNICATIONS INTERN

Purpose of role:

You will gain experience of working in a small but dynamic charity, building knowledge of the charity's aims and mission. You will support all aspects of our communication strategy that will inspire our key audiences: people living with dementia and their families, community groups and organisations providing dementia support, healthcare and social care professionals, policymakers, and supporters. You will do this by growing our online presence across all social media platforms.

Key responsibilities:

Digital Communications

- Reporting to the Senior Communications Officer and Senior Leadership Team to support our communications and campaigns strategy using social media
- You will create engaging, meaningful, fun and inspiring social media content across our platforms, growing our engagement and following
- You will keep abreast of current trends and identify ways for Playlist for Life to capitalise on these
- You will work with the wider team to seek opportunities for content that could help expand our reach
- You will review online content, making sure it meets users' needs, is up to date, and is search engine optimised
- You will gain experience in analysing the success of our digital content
- You will support the Communications Team in other areas of work e.g. newsletters, website and marketing materials
- You will play a key role in supporting the charity's National Playlist Day campaign in September, an exciting opportunity to be involved in a big, UK-wide awareness campaign.

Website and analytics

- Gain insight and experience in using social media scheduling tools
- Gain insight and experience in using Wordpress to update content on our website
- Gain insight and experience in using analytic tools to report on social media and website performance

Collaborative working

- Gain experience of working within a small charity, building knowledge of the third sector
- Develop your understanding of our mission and the people we support
- Create relationships with external partners where appropriate by representing the charity at external events
- Listen to the feedback and needs of internal and external stakeholders (partner organisations, Board of Trustees, volunteers)
- Provide quality control support such as proofreading, learning about our brand guidelines
- Attend team meetings, and participate in events and conferences we host

- Ensure that all duties are carried out in line with Charity health and safety and other Charity requirements and policies

Note: This Job Description cannot be considered exhaustive and other duties not included above may arise. On the understanding that such duties are commensurate with the purpose of the job and have been identified as such by the post holder's line manager and advised to the post holder, then such additional duties shall form part of the requirement of this post.

PERSON SPECIFICATION

Skills and experience	Essential	Desirable
A degree or other qualification in digital communications or other related course	✓	
Experience of content creation through placement, volunteering, or course project or assessment work	✓	
Knowledge of all social media platforms, their strengths, audiences and trends	✓	
Experience of creating written content, digital resources and reports through placement, volunteering or personal projects	✓	
Experience of working on a communications campaign through project or assessment work	✓	
Experience of working collaboratively on a project or set task	✓	
Experience and skills in using editing and design programmes, such as Canva, Adobe Photoshop, InDesign and Premiere Pro		✓
Experience of working in an office environment either through a placement or volunteering		✓
Experience of using website management platforms e.g. Wordpress including responsive design for mobile optimisation		✓
Experience of using social media scheduling platforms e.g. Social Bee		✓
Experience in making videos for social media (interviewing, editing)		✓
Experience with email marketing software (e.g. Mailchimp) and managing mailing lists		✓
Personal knowledge or experience of dementia		✓
Awareness of third sector organisations and current challenges they face		✓
Personal characteristics		
A high standard of written and verbal communication skills (English to Higher grade)	✓	
Excellent time management and planning skills	✓	
Flair and imagination	✓	
Proactive approach to the role with an eagerness to learn, taking instruction and guidance. Willingness to take feedback to develop the role to suit the needs of the Charity	✓	

Demonstrate values of respect and empathy that align with our Charity's ethos	✓	
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