

The information provided in this job description is given to ensure that the post holder has the best opportunity of understanding what is required to be effective in the post. It is not intended to be prescriptive in every detail and it is expected that the post holder will be as positive and flexible as possible in using this as a framework.

Job Description

Job title: Digital Marketing Assistant (Internship)

Accountability to: Business Development Director (daily report to Communications Co-ordinator)

Location: Remote

Status: Full time/flexible; 12 weeks total duration

The Position:

This role supports the Institute's Business Development and Marketing Team's activities.

Summary of Role and Responsibilities

The role is focussed on producing social media graphics and written posts and editing content on the IFST webpages. In addition, you will work on our new 'IFST Community' platform to upload content and ensure that content is suitably curated and presented.

Details

This role provides support in the following areas:

- develop an understanding of the different social media channels IFST posts on and develop suitable content for each platform
- identify channels and messages to promote the IFST scientific online conference
- produce reports on the outcomes of campaigns and messages to share with the team
- work closely with IFST Communications Co-ordinator, Business Development and Marketing Team against a workplan with timescales
- participate in and support wider Institute activities, and provide relevant administrative support, as required

Key Skills and Attributes

Expected to have an understanding of the food sector and a keen interest and understanding of social media

- Team player and proactive

Intern will be able to

1. grow their professional network
2. develop an understanding of the sector and the role of professional bodies such as IFST
3. develop communication, business and professional skills, such as team working, digital skills, strategic influence, office systems etc.



Person Specification Criteria	Essential	Desirable	Assessed by
1. Skills	IT literate including experience with Microsoft Office and digital marketing platforms	Scientific or creative writing experience	CV/covering letter Interview
2. Knowledge	Good verbal and written (email) communication skills Excellent attention to detail Well organised Good knowledge of a range of social media platforms	Experience of webpage editing and graphic creations	CV/covering letter Interview
3. Experience	Experience of delivering excellent customer service	Experience running personal or organisational social accounts	CV/covering letter Interview
4. Other	Flexibility and willingness to undertake a variety of tasks Ability to work collaboratively Also, the ability to work independently	Proactive	Interview

