



JOB DESCRIPTION

STUDENT INTERNSHIP

Job Title	Digital Media Officer
Degree applicable to	Digital marketing / marketing, advertising and branding
Reports to	TBC
Full/Part Time	This is a full-time post for a student intern
Salary	£7000 - £9000
Approximate Start/End Date	September 2018 to July 2019
Deadline for applications	Friday 30 th March (Or until vacancy filled)
Interview	Interviews will take place at City Works, Alfred Street, Gloucester, GL1 4DF. Interview date TBA
Application Method	Completion of application form
Information	If you require any further information please contact Geetha Dean geethadean@activegloucestershire.org

Company Profile

Active Gloucestershire is the county's sports and physical activity partnership (CSP), responsible for driving up physical activity levels across Gloucestershire. Our vision is that 'everyone in Gloucestershire is active every day'. We unite organisations and people around this vision and enable them to make it a reality. We are part of a national network of county sport and physical activity partnerships (CSPs) operating across England. At our essence we are about driving positive change. Our values are:

- Collaboration: we network, create partnerships and work together
- Innovation: we build on what works and look for new ideas
- Sustainability: we do things for the long-term





Purpose of role/job overview

The Digital Media Officer will be responsible for creating and maintaining compelling content for Active Gloucestershire's digital communication platforms. This will include social media (Facebook, Twitter, Instagram and LinkedIn), website and e-newsletters for both B2B and B2C audiences. They will also be required to design infographics, case studies and reports to present the impact of the charity's work to a range of local and national stakeholders.

The Digital Media Officer will be pivotal in supporting our team of Physical Activity Specialists in the delivery of projects that aim to increase physical activity levels of specific cohorts including older adults, females, disabled people, children and young people, and those from low-socio-economic areas.

Primary responsibilities

- Support with the delivery of Active Gloucestershire's marketing and communication strategy
- Produce innovative and engaging digital communications content to positively impact upon Active Gloucestershire's vision
- Manage Active Gloucestershire's social media channels
- Support the development and maintenance of our website, liaising with colleagues to ensure that website content is up to date and relevant
- Support colleagues with the design and delivery of cohort specific digital media
- Support with the design, delivery and evaluation of digital media campaigns
- Monitor use and produce reports on our digital media and provide recommendations for improvement
- Effectively manage Active Gloucestershire's internal photo library to ensure that all images have the correct permissions in place and that images are regularly reviewed and updated
- Support with the design and production of digital case studies (vlogs, videos and images)

General responsibilities

- Keep up-to-date with the latest digital communication news and innovation, suggesting ways in which Active Gloucestershire can enhance its strategy
- Proofread and edit publications produced by colleagues across the charity, ensuring





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messaging is in line with Active Gloucestershire's brand

- Provide admin support and attend training events where necessary and when required
- Prepare reports and give presentations where necessary and when required
- Meet with your line manager on a regular basis, to review progress towards agreed objectives and provide verbal and written reports as required.
- Be responsible for implementing all Active Gloucestershire's policies and procedures
- Promote the vision, mission, values and social impact of Active Gloucestershire at all times
- Undertake any other duties as requested from time to time

Personal Profile

	Essential	Desirable
Qualifications	<ul style="list-style-type: none"> • Working towards a degree or equivalent 	<ul style="list-style-type: none"> • Digital marketing / marketing, advertising and branding degree or equivalent
Knowledge	<ul style="list-style-type: none"> • An understanding of marketing, social media platforms and websites 	<ul style="list-style-type: none"> • Knowledge of national and local physical activity initiatives • An understanding of the physical activity sector and the barriers and motivators for physical activity participation
Skills / Abilities / Competencies	<ul style="list-style-type: none"> • Excellent written and verbal communication and presentation skills for a range of audiences • Excellent organisational skills as well as the ability to prioritise and meet deadlines 	<ul style="list-style-type: none"> • Excellent organisational skills as well as the ability to prioritise and meet deadlines • Design skills (Photoshop and InDesign) • Video editing skills • Copywriting and copy editing skills
Experience	<ul style="list-style-type: none"> • Experience of managing and developing social media accounts (Twitter, Facebook and Instagram) • Experience of working or volunteering 	<ul style="list-style-type: none"> • Experience of producing and maintaining website content



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Personal Attributes	<ul style="list-style-type: none">• Demonstrate drive, commitment and focus to produce work of the highest standard• Ambition to play an active part in a growing team and the ability to work independently• A flexible attitude to work and a willingness to work evenings and weekends, if required• The ability to travel to settings across the county	
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