

LOUD IN LIBRARIES: RECRUITMENT

Job description: Social Media, Digital & Marketing Intern

Grade:	Internship
Hours:	20 hours per week 12 months Fixed Term contract
Salary:	£10,000
Based region:	Wigan with occasional travel across the live network region
Reports to:	Loud In Libraries Academy Manager

Principal purpose of the internship

Loud In Libraries CIC (GILIL) is a not for profit organisation delivering a multi-award-winning programme of:-

- live music events
- digital learning and participation masterclasses
- music industry and creative learning opportunities

The GILIL programme currently works across Lancashire, Cumbria, Merseyside, Greater Manchester, Yorkshire and the West Midlands and includes 10 public libraries within its network in areas with low live music provision and often targeting areas of low arts engagement. The programme delivered 40 live gigs across this network from 2016-2018. This established network will be expanded in our new programmes to grow our reach and outcomes in 2018 - 2022.

As our Social Media, Digital and Marketing Intern you will play a key role in positioning and raising the profile of Loud In Libraries CIC, focusing on supporting the management of all Loud In Libraries CIC's social media accounts across Twitter, Facebook and Instagram. You will also support the digital training programme led by We Heart Tech CIC at live events.

On completion of the internship you will be able to demonstrate the scope and impact of Loud In Libraries CIC's social media and marketing campaigns and online footprint. You will be able to demonstrate how you have enhanced your marketing and communication skills. You will demonstrate how you have developed strong working relationships with a range of stakeholders and organisations.

Whilst we have high expectations for the post, we would welcome applications from young people with the capacity to grow into the role.

The Social Media, Digital and Marketing Intern will:

- **Learn how to improve and maintain websites**
- **Learn about various marketing techniques including generating copy for websites and updating social media**
- **Support live events through general promotion and targeted social media campaigns**
- **Write blogs where appropriate to circulate news and interest in our programme**
- **Gain an understanding of how a Community Interest Company operates on a day to day basis by playing a key role within the Loud In Libraries CIC team**
- **Gain valuable insight into the arts and libraries sectors by working alongside passionate and experienced creative managers**
- **Provide marketing and communications support for live events, digital workshops and training days**
- **To undertake any other relevant duties deemed necessary by the Creative Director**

Common requirements for all posts

To contribute to the promotion and development of Loud In Libraries CIC 2018-2022

To contribute to Loud In Libraries CIC's reputation in the sector

To adhere to Loud In Libraries CIC's policies and procedures

A willingness to occasionally work anti-social hours including weekends and evenings

A willingness to travel across Loud In Libraries CIC's network of live activity

Person specification

Knowledge, skills and essential criteria

A demonstrable understanding and keen interest in marketing, social media: Twitter, Facebook, Instagram

Excellent communication skills

Highly organised with and ability to meet very short deadlines

A proactive, flexible, positive approach to work

The ability to work both independently and as part of a team

Knowledge of routine office systems and procedures

Awareness of diversity issues and a commitment to inclusiveness

A broad knowledge and interest in contemporary music and the broader arts sector

Excellent copy writing and proofreading skills and a keen eye for detail

A creative flair in the generation of engaging original online content

An interest in digital and social media trends and updates

Ability to travel independently around the Loud In Libraries network

Experience and desirable criteria

Experience of working, paid or unpaid, in or with the arts, digital media, education or third sectors

Experience of maintaining, developing and populating websites

A working knowledge of design packages such as Photoshop and InDesign

Filmmaking, blogging and photography experience

To apply: Please send a current full CV detailing your interest in the post and a covering letter to Stewart Parsons at stewart@getitloudinlibraries.com & elizabeth@getitloudinlibraries.com

Closing date: Friday September 28th 2018 – no applications received after this date will be considered for the role.