

# Internship Programme

## Work Plan JD

<b>Department</b>	Social Media
<b>Intern Supervisor</b>	Abdul Basit Ali
<b>Intern Role Title</b>	Social Media Assistant
<b>Internship Duration</b>	3 months
<b>Full-time / Part-time</b>	Full Time/Part time
<b>Location</b>	London Waterloo
<b>Start Date</b>	Autumn 2018
<b>Expense</b>	Interns will receive reimbursement of reasonable out-of-pocket expenses (e.g. Travel & Lunch).
<b>Key Responsibility Tasks</b>	
<p>Islamic Relief UK is looking for an enthusiastic highly-motivated, dynamic and creative individual to support the Social Media team during and after the Ramadan Campaign, that's pre, during and post Ramadan support with:</p> <ul style="list-style-type: none"> <li>• Weekly content planning</li> <li>• Looking out for trends and other opportunities to highlight the work of Islamic Relief</li> <li>• Gathering and briefing in content for our campaigns</li> <li>• Providing feedback and analysing data on posts and campaigns</li> <li>• Understanding our key audiences and helping us grow our following</li> <li>• Assisting during photo and video shoots</li> <li>• Feedback social trends and activities by competitors and non-competitors to the social media team</li> </ul>	
<b>Personal Specification</b>	
<ul style="list-style-type: none"> <li>• Highly organised individual with a keen eye for detail</li> <li>• Good knowledge of the uses and application of Social Media for charities/non-profit organisations</li> <li>• Curious about trends and behaviours of people and society</li> <li>• Able to collaborate and work with different teams and personalities</li> <li>• Good understanding of a range of audiences</li> <li>• Good analytical skills</li> <li>• A wider understanding of the charity sector</li> <li>• Creative flair, able to share and develop ideas through collaborations within and beyond the Social Media team</li> </ul>	

### Skills sets developed

1. Introduction to communications roles within humanitarian organisations
2. An understanding of humanitarian principles
3. An understanding of Islamic Relief' work, culture and values
4. Experience and knowledge of the different digital marketing approaches/ methods.
5. Experience in preparing content for web and social media for planned marketing execution.
6. Experience in working with search engine providers to maximize digital reach.
7. Understanding donor trends and best practices of digital marketing.
8. Experience in analyzing data and identifying opportunities and weaknesses.
9. Ability to manage time effectively and meet deadlines
10. Team work skills and attention to details
11. Collaboration and team work
12. Generating communication plans

Approval of Head of Department (sign): \_\_\_\_\_ Date: \_\_\_\_\_