

JOB DESCRIPTION

Job title	Social Media Intern
Unit	Salters' Education Team
Location	Salters' Hall, 4 London Wall Place, London, EC2Y 5DE and UK travel necessary on occasion. Remote working is also available upon discussion.
Salary	£11.05 an hour (London Living Wage)
Hours	15 hours per week
Contract type	3 months
Reporting to	Communications Officer
Additional information	This vacancy requires an enhanced DBS check

The opportunity

The Worshipful Company of Salters is currently seeking to appoint a Social Media Intern to support the day-to-day management of the social media channels of its charity, the Salters' Institute for Industrial Chemistry.

Institute overview

First licensed in 1394, The Salters' Company has its origins in the salt trade of medieval London. This later developed to a commitment to chemistry and, more broadly, science education.

The Salters' Institute of Industrial Chemistry, the flagship charity of the Salters' Company, was founded in 1918 as a response to the disrupted chemistry education of soldiers returning from WW1. Since then, the Salters' Institute has established a reputation for excellence, working with a range of partners including the Royal Society of Chemistry and the University of York. The Institute's influence stretches across the world. Its aims are clear: to promote the appreciation of, and interest in, chemistry and the related sciences amongst young people and to encourage chemistry-based careers. The Salters' Institute delivers numerous outreach initiatives including Chemistry Club, Festivals of Chemistry, Public Programmes and its Awards Programme. In 2020, the Institute launched its new Education Strategy in which the Social Media Intern will have an important role.

The role

The Social Media Intern, reporting to the Communications Officer, will support the day-to-day running and management of the Salters' Institute's Twitter and Instagram channels, promoting its outreach activities, events and upcoming initiatives to a wide range of audiences.

The Social Media Intern will also support in-person events in London and other locations in the UK by promoting the events and engaging with stakeholders live on social media. This includes the Festivals of Chemistry 2022 programme comprising six Discovery Days held at universities across the UK in June 2022 and which aim to encourage 14-16-year-olds to discover chemistry through hands-on practical chemistry, careers panels and inspiring speakers. The Social Media Intern will also support at the delivery of Wild City, a school project for Year 5 students comprising six activity days based in London, and Open House London.

Benefits

- Provided with a phone and possibly a laptop (if required) to enable home working
- Travel expenses for attendance at in-person events and activities

Responsibilities

1. Help to develop and support a wide online community who engage with the Salters' Institute's outreach initiatives, including chemistry and science educators, students, adults and those working in the chemical industry.
2. Schedule, develop and create high quality and compelling content for various social media channels and platforms, including the creation of graphics, and coordinate content from others in the team that is tailored to suit a range of audiences.
3. Support the development of a social media content calendar to promote the Institute's outreach programmes and engage in current conversations surrounding chemistry, whilst maintaining clear and consistent messaging both internally and externally.
4. Help to develop the Institute's Instagram channel to reach a new, younger, inclusive and broader audience of learners who can directly engage with the outreach aimed at 13-16 year olds e.g. Chemistry Club.
5. Support the promotion of in-person Discovery Days for the Festivals 2022 programme in June 2022, and other in-person events, through live posting and coverage throughout the day.
6. Proactively seek opportunities, identify new social trends and generate ideas and stories around chemistry-related themes.
7. Measure and evaluate performance of media engagement, generating monthly reports which inform future activity and demonstrate impact to colleagues.

Additional security pre-employment checks

A satisfactory Disclosure and Barring Service (DBS) check due to regulated activity involving children.

Person Specification

	Essential	Desirable
Experience and qualifications <ul style="list-style-type: none"> Educated to degree level or equivalent. At least one years' experience working in social media, with an excellent understanding of Instagram and Twitter. Experience of using social media management tools, google analytics and SEO to inform and write digital content. Experience of working with or as part of a team. 	<ul style="list-style-type: none"> ✓ ✓ ✓ 	<ul style="list-style-type: none"> ✓
Knowledge <ul style="list-style-type: none"> IT literate with experience of using MS Office, Outlook and social media channels. Working knowledge of creative software (e.g. Canva) Understanding of STEM and educational pathways at primary and secondary levels. 	<ul style="list-style-type: none"> ✓ 	<ul style="list-style-type: none"> ✓ ✓
Skills <ul style="list-style-type: none"> Strong communication skills, especially writing, editing and proofreading, with ability to write for a range of audiences. Excellent organisational skills with the ability to prioritise work in order to meet competing deadlines. Excellent interpersonal skills, with the ability to liaise with internal and external stakeholders. Excellent attention to detail. Basic administrative and support functions. Good analytical and data analysis skills. 	<ul style="list-style-type: none"> ✓ ✓ ✓ ✓ ✓ 	<ul style="list-style-type: none"> ✓
Attributes <ul style="list-style-type: none"> Interest in, and commitment to the values, vision, aims and objectives of the organisation. Interest in social media and the development of skills in this area. A flexible and adaptable approach to work. Ability to use initiative, work independently and be proactive. Positive attitude to teamwork, collaborative working and inclusivity. Evidenced commitment to equality and diversity. 	<ul style="list-style-type: none"> ✓ ✓ ✓ ✓ ✓ ✓ 	
Other <ul style="list-style-type: none"> Ability to satisfy an enhanced DBS check. Interest in and knowledge of the current issues surrounding science education and communication. 	<ul style="list-style-type: none"> ✓ 	<ul style="list-style-type: none"> ✓

How to apply:

Please submit a CV and a cover letter detailing how you meet the essential criteria in the Person Specification, to communications@saltersinstitute.org.

Deadline: **Monday 23 May 2022.**

Interviews will take place on Friday 27 May 2022.