

We've highlighted some examples of how to write a **high-quality job description** to engage **potential future interns** at your organisation.

Website Development Manager

Job description

An exciting opportunity to build links with the Project Director. To take part in all arms of the business, across all social media platforms and help produce comprehensive plans to project management across social media.

Key responsibilities

- To choose and/or design any media adverts where required
- Reflect brand values of the business in all advertising
- To collate data on businesses core client demographics
- To increase the level of followers, readers and interaction via social media platforms
- Keeping up to date on BBC light news stories and engage in social media content.
- Compose monthly newsletters and blogs and schedule social media campaigns in advance.

Skills required

Essential

- Knowledge of computer programming and content amendments
- Experience of engagement on Facebook, Instagram and Twitter
- Marketing experience producing brand plans for a certain number of weeks
- A proactive candidate who can comfortably work on their own through understanding of clients' needs and the brands values
- Has familiarity of video options to develop the visual part of the site

Digital Marketing Assistant

Job description

The Digital Marketing Assistant will support the development and launch of the website. The role holder will be responsible for creating, scheduling and analysing content for the website and other channels to support and amplify the launch.

In addition, the role holder will be responsible for creating management reports summarising website performance and key metrics for other digital channels to demonstrate ROI and identify objectives for development.

Key responsibilities

- Create and upload copy and images for the website launch

- Write and dispatch an email marketing campaign to support the launch
- Provide accurate reports and analysis (using web analytics software)
- Design website banners and assist with web visuals
- Conduct keyword research and web statistics reporting
- Contribute to social media engagement and brand awareness campaigns
- Manage the contact database and assist with lead generation activities
- Research and create engaging blog content

Skills required

Essential

- Excellent written and verbal communication skills- the ability to research and write engaging content that resonates with our commercial and consumer audience
- Understands how the use of twitter, Instagram and LinkedIn is impactful for business use
- Image creation and editing
- Ability to contribute to new ideas and content
- Research skills – keyword research
- Basic WordPress skills

Desired

- Familiarity with Mailchimp
- Knowledge of CRM systems (e.g. Hubspot)

Social Media and Research Assistant

Job description

We're looking for a Social Media Intern who will work across multiple areas of the business. The role will encompass researching and developing content for Twitter, Instagram and Facebook, with a view to grow the organic and paid audiences as well as sourcing influencers and bloggers for collaboration.

Key responsibilities

- Social media research
- Working within the industry products sector
- Content planning and management
- Retailer and stocklist research
- Reporting on all the above

Skills required

Essential

- Experience of using social media platforms on a regular basis e.g. Facebook and Instagram
- Good literacy skills
- Understanding of social media platforms and audience engagement
- A good understanding of using social media analytics
- General research and report writing skills

Desired

- Understands social media analytics and advertising