Social Media Internship – Health and Care

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| **Job Level** |  | **Job Reference No:** |  |
| **Role review date:** |  |
| **Directorate** | **Internal Services** | **Function** | UK Operations -Health and Care |
| **Service** | Health and Care – South East England | **Reports to:** | Area Director / Business Support Manager |

Scale and scope of role

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| **Direct reports** | 0 | **Indirect reports** | 0 |
| **Budget responsibility/**  **accountability** | 0 | **Accountable for other resources** | 0 |

*In addition to formal line management, as described above, the role will also be informally supervised and directed by managers in other parts of the organisation. This will be explained on appointment and kept under review.*

Context

We help anyone, anywhere in the UK and around the world to get the support they need if crisis strikes: connecting human kindness with human crisis.

We enable vulnerable people in the UK and abroad to prepare for and withstand emergencies in their own communities. And when the crisis is over. We help them to recover and move on with their lives.

We are part of the Red Cross and Red Crescent global humanitarian network.

Our Values and Principles

Our values (compassionate, courageous, inclusive and dynamic) underpin everything that we do. As a member of the Red Cross and Red Crescent Movement, the British Red Cross is committed to, and bound by, its [fundamental principles](http://www.redcross.org.uk/principles): humanity, impartiality, neutrality, independence, voluntary service, unity and universality.

Diversity

At the British Red Cross, we are looking for the right people to help us provide support to millions of people affected by crisis. We want our team to reflect the diversity of the communities we serve, offering equal opportunities to everyone regardless of age, disability, gender reassignment, marriage and civil partnerships, pregnancy and maternity, race, religion or belief, sex, or sexual orientation.

Diversity is something we celebrate, and we want you to be able to bring your authentic self to the British Red Cross. We want you to feel that you are in an inclusive environment, and a great position to help us spread the power of kindness.

Purpose of the role

This 12-month, full time, paid internship provides an excellent opportunity to gain valuable experience in the charity sector, focusing on social media. As part of the South East Health team, you will create engaging content, manage social media accounts, and develop digital marketing strategies. Proficiency with tools like Canva and Microsoft 365 is essential, as is familiarity with social media platforms such as LinkedIn, Facebook, Twitter, Instagram and TikTok. Based in the South East of England (Kent, Sussex, Essex, Hertfordshire, Bedfordshire, Hampshire, Isle of Wight and Surrey), the role requires the ability to travel locally, work collaboratively, and communicate effectively. Travel expenses will be reimbursed, and working hours will be managed by time off in lieu.

This internship offers opportunities for collaborative learning, meaningful contributions, and professional network growth, preparing you for future career development. As the 12-month internship draws to a close, the postholder will be encouraged to start applying for available internal roles available at the time.

Key responsibilities

**Content Creation and Managements**

* Create engaging and impactful content for various social media platforms.
* Manage and monitor social media accounts, ensuring consistent and timely updates.

**Strategy and Analysis**

* Develop and implement digital marketing strategies to enhance social media presence.
* Analyse social media metrics to track performance and generate insightful reports.
* Monitor, support and develop the brand’s reputation management through community management.

**Collaboration and Communication**

* Collaborate with team members to plan and execute social media campaigns and local outreach programs.
* Utilise digital tools and platforms (e.g., Canva, Microsoft 365) to support social media activities.

**Team Member**

* Actively participates in all team meetings.
* Supports other team members
* Works and behaves in accordance with all BRC policies, procedures and in line with our Values in Action.
* Upholds the fundamental principles of the Red Cross and acts with integrity, in accordance with the Society’s values (inclusive, compassionate, courageous and dynamics)

The duties and responsibilities described are not a comprehensive list and additional tasks may be assigned from time to time that are in line with the level of the role.

Pre-engagement checks

Criminal Records

Type of criminal record checks required for this role

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| England and Wales – Disclosure and Barring Service (DBS) |
| * Enhanced – Adult workforce * Enhanced – Child workforce * Enhanced – Child and Adult workforce |

Drivers Check - Required – No

Person Specification

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| **Requirements** | Evidence obtained through Shortlisting (S), Interview (I), Assessment (A) | | | | | |
| **Knowledge and Skills** | **S** | | **I** | | **A** |
| **Essential**  - Familiarity with social media platforms (e.g., LinkedIn, Facebook, Twitter, Instagram, TikTok) - Strong written and verbal communication skills, with an ability to create engaging content  - Basic understanding of digital marketing principles and strategies  - Excellent communication and interpersonal skills.  - Ability to work collaboratively with a team.  - Proficiency in using digital tools and platforms for social media and communication. (e.g. Canva, Microsoft 365)  **Desirable**  - Knowledge of the charity sector and its unique communication needs  - Basic understanding of Health services in England - Ability to analyse social media metrics and generate reports  - Skills in project management and coproduction | **S**  **S**  **S S S S** | | **I**  **I**  **I**  **I**  **I** | | **A**  **A**  **A**  **A** |
| **Experience** | **S** | | **I** | | **A** |
| **Desirable**  - Experience in writing and editing content for various audiences  - Experience in managing social media accounts  - Experience with video editing software and creating multimedia content  - Experience in collaborating with various stakeholders and organisations  (would be beneficial, but not essential). |  | |  | |  |
| **Additional requirements** | | | | | |
| **Essential**  - Ensures inclusive practice, challenges discrimination and promotes diversity in line with our [Equality, Diversity and Inclusion (EDI) policy](https://www.redcross.org.uk/about-us/how-we-are-run/our-policies/equality-and-diversity-policy).  - Willingness to travel locally in the South East of England to collaborate with colleagues (expenses will be covered and working hours managed by time off in lieu).  **Desirable**  - Flexibility and adaptability to work in a dynamic environment.  - Enthusiasm for learning and professional development. | S | | I | |  |
| **Values in Action** | | | | | |
| **Dynamic** - We move forward as one team.  - Every day, we’re adapting, innovating and learning.  - When the unexpected happens, we are calm, quick and efficient.  - We respond smartly, using clear processes and systems.  **Compassionate** - We stand for kindness.  - People come first, no matter who or where they are.  - We have genuine, open-minded conversations.  - Together, we’re a united force for good.  **Inclusive** - We are open to all.  - We treat each other with dignity and respect.  - Every person’s uniqueness is valued, supported and celebrated.  - Our individual backgrounds and experiences make our organisation stronger.  **Courageous** - We are bold.  - We show our strength by doing the right thing.  - We aren’t scared to test our creative ideas.  - As humanitarians, we go the extra mile to help people in crisis | |  | |  | |

We guarantee an interview to disabled candidates (as defined in the 2010 Equality Act), who meet the minimum shortlisting criteria in the advertised person specification and apply under the disability confident scheme.