



## Job Description

### Digital Marketing Internship

**Reporting to:** Young Writers Programme Manager and Artistic Director confab

**Key relationships:** ConFab Artistic Director, SBT Digital Marketing Manager

**Rate of Pay:** £100 a day

#### Job Summary

The Digital Marketing Intern will be responsible for working on the Scottish Youth Poetry Slam 2018 (SYPS) and the Scottish Book Trust What's Your Story? programme. The intern will focus mainly on social media but will also work on listing portals, website updates, content writing and all other digital media.

#### Management/Key relationships

Hosted by confab, the role will be based at Scottish Book Trust. The postholder will be line managed by the Young Writers Programme Manager and the Artistic Director of conFAB. Day to day support will be provided by the Young Writers Programme Manager with regular meetings with the Artistic Director of conFAB.

#### Key Responsibilities

- Social media marketing for the SYPS
- Manage listing portals and third party ads for the SYPS
- Assist with the development and implementation of the SYPS social media strategy
- Research and collate online resources for teen writers in Scotland.
- Assist with copywriting
- Promote programme activities via social media and blog posts
- Live/tweet and blog about the Youth Poetry Slams, StoryCon and What's Your Story

#### Knowledge, Skills and Experience

- Excellent social media marketing skills including, demonstrable, expert experience of using Facebook, Instagram, Google Analytics and other social media tools
- A passion for engaging young people in writing and spoken word
- Excellent written skills
- Good people skills and ability to work well with others
- Good IT skills, including competence in Microsoft PowerPoint, Excel, Word, Email and Internet browsers
- Highly organised and efficient with strong analytical and problem-solving skills
- Flexible and determined to champion the values of the SYPS and Scottish Book Trust

#### Other Information

Some out of hours working will be required at events (e.g StoryCon and the Scottish Youth Poetry Slams).

Appointment will be conditional on securing basic clearance from Disclosure Scotland.