



## **Job Description Social Media Intern**

### Overall Job Purpose:

The Social Media Intern is responsible for coordinating and executing the company's social media strategy, working across key social media channels including Facebook, Twitter and LinkedIn. This role offers the intern a total immersion into a busy digital recruitment business and the successful candidate will work closely with key members of staff, external social media consultants, and the agency's clients and candidates to learn about social media, digital communications and marketing in a business to business environment. This role will be instrumental in increasing our social media presence and gaining visibility for our brand among clients and candidates.

### Reports To:

Business Development Director, Operations Director, or Founders/Directors

### Key Duties:

#### *1) Social Media Community Management*

- a. Assist with streamlining company social media accounts (e.g. Facebook, Twitter, LinkedIn, YouTube, Flickr, and other social media platforms), ensuring uniform content and tone of voice for landing pages, graphics, and other elements within the communities.
- b. Increase the number of followers we have on Twitter by following and engaging with potential clients and candidates.
- c. Monitoring and replying to Tweets from candidates and clients (initially under supervision from a Director)
- d. Posting Tweets on a daily basis (both job- and industry-related); and using tools like TweetDeck to plan forward-looking Tweets over weekends and holidays (under supervision from a Director)
- e. Posting updates to the Company LinkedIn account (initially under supervision from a Director)
- f. Use LinkedIn polls and surveys to build our social media footprint and reputation.
- g. Liaising with staff internally to ensure that their company profiles are accurate and up-to date.

- h. Posting updates to the Company Facebook account (under supervision from a Director)
- i. Build Facebook 'likes' by approaching potential clients and candidates through other social media channels and email marketing campaigns.
- j. Work with directors to implement other channel-specific campaigns (e.g. uploading photos to Flickr, videos to YouTube, etc)

## 2) *Coordinating and Distributing Content*

- a. Scheduling and coordinating a monthly brainstorming meeting with Cogs Agency's internal social media team to establish content ideas for the month ahead, and to plan for a monthly social media, editorial, marketing and blogging calendar.
- b. Maintain a monthly social media and blogging calendar, and ensure that everyone is meeting their deadlines.
- c. Liaising with senior consultants and directors to push new blog posts through the calendar.
- d. Help coordinate a guest blogger programme, one guest blogger per month. Help to amplify this content through other social media channels.
- e. Drive awareness of our new blog posts by posting the articles into forums and groups
- f. Using tools such as Webflow, Technorati and Twitgroups, identify and monitor key industry bloggers, trade journalists and twitter influencers. Flagging and aggregating interesting content to re-tweet and post on the Cogs Agency blog. Use tools such as wefollow and technorati to also identify influencers.
- g. Help to create one piece of video content per month and post on You Tube.
- h. Set up and manage a company Flickr account and post interesting photos
- i. Upload and manage company blog posts in WordPress (initially under supervision from a director).
- j. Repurpose content from other sources for our own social media channels (and understand how to change the tone of the content for each channel).
- k. Push out Cogs Agency content for syndication using tools like SlideShare, You Tube, Paper.Li, Scribd, Reddit, Digg and StumbleUpon.

## 3) *Understanding and monitoring social media analytics*

- a. Track key social media analytics on a monthly basis, including Google Analytics, Bitly statistics, LinkedIn company stats, etc.
- b. Track and report website statistics using Google Analytics. Look at how well specific content performs and look at the flow of traffic through to our Web site. Look at how well blog posts perform based on their 'sharerating' and the total number of viewers and time spent on page. Look at the best performing web site pages and try to generate new content that does the same or better. If consultants are producing original content and blogs, report back to them weekly with the performance of those posts.
- c. Use tools like Klout, Tweriod and TwitBro to measure our Twitter influence, and monitor what kind of content gets retweeted to help with future content.
- d. Use Google Reader to follow the blogs and content of our competitors and key clients.

- e. Use the company's HootSuite account to create lists of followers and to schedule tweets so that they are continuously pushed out.
  - f. Work with the directors to build monthly reporting tools on social media analytics and performance against our 'baseline targets.'
- 4) *Email Marketing and SEO*
- a. Work with each team to create and send one email broadcast per month around content ideas and keys jobs.
  - b. Research free online directories to generate inbound links for SEO.
  - c. Using Google, search on key words and look at our competitors' brands for forums and directories that we can sign up to to generate in-bound links for our company.

Key Skills Required for the Role:

- Excellent GCSEs, A-levels or equivalent, particularly in English, Literature, History or Politics;
- Proven written communication skills, and a passion for writing both short- and long-copy.
- Excellent verbal communications skills.
- An interest in marketing, communications, social media or reputation management;
- Familiarity with key social media tools (e.g. Twitter and Facebook) and with Microsoft Office products (e.g. Word, PowerPoint, Excel);
- An ability to consistently demonstrate our values of insight, hard work, and effectiveness in your personal approach to work;
- An entrepreneurial attitude;
- Excellent attention to detail and a high motivation to learn;
- A proactive, service-focussed attitude towards clients and candidates and the teams you support internally;
- An ability to remain calm under pressure and a robust/resilient attitude towards challenges;
- An ability to prioritise work and complete tasks with quick turnaround times and minimal fuss; and
- The ability to work collaboratively with a team.

Key Behavioural Indicators:

|                     | <b>Positive Indicator</b>   | <b>Negative Indicator</b>  |
|---------------------|---|--|
| <u>Team-Focus</u>   | Collaborative; anticipates impact on others; listens to gain complete understanding; sensitive to views and feelings of others; | Fails to engage with others; makes only self-oriented contributions; disrespectful of others; thinks they know everything without substance; struggles to build credibility and respect from peers and senior management |
| <u>Relationship</u> | Builds relationships internally and externally; keeps all stakeholders  | Struggles to build rapport; uncomfortable working with others;   |

|                              |   |   |
|------------------------------|---|---|
| <u>Building</u>              | involved; is assured and poised across all relationships; gladly assists others   | does not keep others in the loop  |
| <u>Verbal Communication</u>  | Speaks clearly; can articulate thoughts and emotions succinctly; listens to gain complete understanding before speaking; can tailor communication style for different audiences (e.g. peers, customers and management)  | Lost for words or using too many words to get a point across; substantial amount of support needed to do basic influencing; lacks impact even with peers; is afraid to engage with others   |
| <u>Written Communication</u> | Writes clearly and with excellent grammar; can articulate thoughts and emotions succinctly and effectively; can tailor communication style for different audiences (and social media channels); uses appropriate punctuation.   | Writes with poor grammar; uses inappropriate tone with different audiences (e.g. too informal with customers); does not adhere to company social media policies regarding tone of voice   |
| <u>Resilience</u>            | Flexible; positive about change; accepts and takes responsibility for personal development; maintains a 'can do' attitude; shows a persistent effort to succeed; self controlled and balanced; copes under pressure; enthusiastic, has a positive outlook; constructive and open minded | Resists change; adversely impacts others through negativity; low energy; settles for second best; lacks stamina; loses motivation easily; tendency to flap in crisis or stress; fails to find solutions around challenges; gives up easily  |
| <u>Multi-tasking</u>         | Able to prioritise and juggle multiple tasks at once; plans ahead so that required tasks get completed; can effectively manage the expectations of internal customers and senior management; completes tasks without being reminded; always looks to go the extra mile                  | Resists taking on work as part of the role; openly talks about why they can't complete jobs rather than what they're doing to be able to complete tasks; allows agency process and compliance to be ignored; has poor administration; fails to manage expectations; allows emails to pile up unanswered |
| <u>Specialist Knowledge</u>  | Well informed and passionate about their job and social media; actively seeks development opportunities and owns responsibility for personal development; learns quickly; transfers skills and knowledge to others  | Lacks passion for their job; lacks motivation for continued professional development; thinks they know everything without any substance; unwilling to train or mentor others; needs handholding;  |