

Social Media & Digital Intern

(Paid)

£12.30 per hour 🦶 **Jul/Aug/Sept** 🦶 **18-21 hrs per week**

TinyLife charity is looking to recruit a Summer Social Media and Digital Intern to join our small and driven team supporting premature and vulnerable babies in Northern Ireland.

Use your content creation and social media skills to share the impact that TinyLife has on our families. We are looking for someone that is passionate, creative and willing to make a real difference.

This is a 2 month paid internship where you will be hands-on in supporting the Fundraising & Communications Team throughout the summer and help in the planning stages of our PREMvember and Christmas campaigns.

It is a fantastic opportunity to enjoy a unique, meaningful work placement with Northern Ireland's leading premature and vulnerable baby charity.

Location

Hybrid/Belfast Office:

The ideal candidate needs to be within travelling distance of the TinyLife Belfast office - Thursday is an office day with possibilities of some Tuesdays.

Reporting To:

Reporting To:

Head of Fundraising and Communications

Starting Date:

Start Date -July tbc:

This is a rolling application process, once you have submitted a brief letter of application with your CV we will be actively interviewing until we fill the intern role.

Application Process:

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Candidates are requested to submit a brief letter of application as soon as possible (ideally before Noon on 7th July).

All applicants must have the right to work in the UK

TinyLife recognises the positive value of diversity, promotes equality and challenges discrimination. We welcome and encourage job applications from people of all backgrounds.



Join **#TeamTinyLife** Today!

Who are TinyLife

TinyLife are Northern Ireland's only dedicated premature and vulnerable baby charity here to help provide services both in the Neonatal Unit and in the community. Over 1700 babies are born premature each year in NI.

As you may or may not know the neonatal journey with your baby doesn't always come easily - especially after a difficult start. That's why we're here to support parents every step of the way.

Our services are delivered across all five health and social care trusts beginning with support for parents right at the start of that journey in the neonatal units.

Once families are home, we continue that care with community-based peer support, baby massage classes and family support visits - all designed to build confidence, ease anxiety, and strengthen the connection between parent and baby.

Who we are looking for:

1. Are you passionate about the power of social media to tell stories?
2. Do you have a creative mind and a love for creating joyful content?
3. Are you confident and experienced in mobile phone filming, photos and editing?
4. Do you enjoy working as part of a close-knit team?
5. Can you take direction and continue tasks independently?
6. Could working for a leading Northern Ireland premature and vulnerable baby charity help progress your future career aspirations?

Content creation and management

- Planning and scheduling digital marketing posts
- Organising, creating and posting content from our Services Team
- Using TinyLife's preferred editing apps and tools to create content. (Need to be proficient on Adobe Suite & Canva)
- Taking and editing photos for social media at events (Slieve Donard on 16th August)
- Reporting on analytics (Meta)
- Support on event promotion with fundraising team
- Managing paid ad campaigns
- Spotting and being responsive to trends (trendjacking) and outbound engagement trends
- Recognising potential relevant influencer relationship opportunities.
- Ensure all social media content complies with digital and social media accessibility standards.
- Collaborate with Comms team on cross-platform social campaigns/ideas.
- Support on refresh of brand identity and new website



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Main purpose of the summer intern

To maintain and support TinyLife's online presence and digital footprint, raising the profile and promoting activities for the Family Support, Fundraising Department & CEO office through digital platforms.

Attributes		Essential
Values & Qualities	Passionate, empathetic, and enthusiastic about working for TinyLife.	✓
	Commitment to Equity, Diversity and Inclusive values and practice.	✓
	Empathetic and confident people person.	✓
	Quick learner.	✓
Skills	Strong instinct for what makes engaging, audience-relevant content	✓
	IT literate with experience using Microsoft Office programme.	✓
	Flexible, adaptable approach & a good teammate, great communication and interpersonal skills	✓
	Organised with excellent attention to detail and time management skills. Good copywriting skills	✓
Experience	Background in any of the following areas - social media, digital content creation, multimedia or digital communications.	✓
Knowledge	Excellent knowledge of following social media platforms – Instagram, Facebook and LinkedIn	✓
Qualifications	Have or are studying for recognised social media, digital marketing and/or communications related qualifications.	✓



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