



JOB DESCRIPTION

Job title

Social Media & Marketing Intern

Contract type

2-3 month internship, voluntary (travel & lunch expenses paid)

Background Information

London Children's Ballet aims to inspire the pursuit of excellence and change lives through dance. For over 20 years, London Children's Ballet (LCB) has been a leading dance charity in the UK. It is both a performance company and a registered charity, producing and staging new ballets in London's West End and running outreach work throughout the year in primary schools and disadvantaged communities. LCB offers extensive training and performance opportunities for free to talented children from all backgrounds, and unique exposure and experience for emerging choreographers, designers and composers. The charity provides access to productions and free dance experience for those who cannot afford it, and takes ballet into community for those who are physically unable to attend the theatre.

The Role

LCB is looking for a bright and personable intern with excellent social media skills to join LCB's small, dynamic team until mid-December 2016. The ideal candidate will be able to write good, accurate, interesting copy in the right tone. The internship is ideal for a recent graduate with an interest in arts management, events management, social media, copywriting or PR. Whilst the internship will focus on social media and marketing, the role will also support other activities, such as preparations for our annual auditions which take place in October. Working days and timings are flexible.

Directly supporting LCB's Creative Director, the social media and marketing intern will be active on all social media platforms, driving the charity's presence in particular on YouTube, Facebook, Twitter and Instagram. The intern will plan, draft and upload regular updates across all platforms, generating interesting content in an appropriate tone with the intention of developing increased interest in the charity and traffic through the LCB website and YouTube channel. The intern will also be responsible for uploading new website content, including basic photo editing.

Whilst the internship will focus on social media and marketing, the role will also support other activities, including support for annual auditions, merchandise sales and administration (DVDs, sweatshirts and t-shirts) and further basic office administration.

Working days and timings are flexible, but would be at least 3 days a week, 10am-5pm.

Skills / Qualities

Essential:

- Perfect written and spoken English.
- A confident, regular user of all main forms of social media, showing good taste and an ability to write in an interesting, relevant or entertaining way.
- Demonstration of an ability to write using different tones, and an ability to write content appropriate to LCB.

- A quick worker, able to self-motivate and work independently as well as with a team.
- Good organisational and administrative skills.
- A personable, confident manner.

Useful:

- Working knowledge of HootSuite.
- Photo editing skills.
- Experience of Concrete 5 or equivalent CMS / website editing programmes.

Start date

Monday 3 October (or asap)

How to apply

Deadline for applications: Friday 30 September

To apply, please send a cover email and your CV, including all personal social media handles and two references, to Zoe Vickerman at hr@londonchildrensballet.com.

For additional information, please call 020 8969 1555.