



Job Description

Job Title: Social Media and Marketing Intern
Hours: up to 4 hours per week (with potential to grow the role)
Salary: Living Wage

Ingenium Academy

The Ingenium Academy is a thriving and growing international summer school for music which welcomes over 150 young musicians from 50+ countries each year. A four-week, residential, summer programme based in Winchester, England, we offer 14-18 year-old musicians from all over the world a unique musical and cultural experience. We offer exclusive tuition from world-renowned musicians, performances in London and Winchester and the opportunity to meet like-minded friends from all over the globe within our environment of creative excellence. During the summer programme, students will rehearse and perform a diverse and challenging repertoire and discover new genres of music through our broad range of workshops and activities. In addition to the enriching musical curriculum, students will also uncover historical Britain in the glorious city of Winchester as well as enjoying day trips to nearby London. We immerse our students in a cultural adventure where they will meet and forge friendships with other talented young musicians from all over the world. Full details are available at www.ingeniumacademy.com.

Social Media and Marketing Intern

The Social Media and Marketing Intern is responsible for the creation and output of social media and marketing materials including photos, videos and blog posts.

The successful candidate will be:

- An effective communicator with an excellent tone for writing marketing prose, social media posts, newsletters, blog posts
- Confident, with good knowledge of social media platforms and how best to promote to an online audience
- Someone with a good eye and sound judgement who can use effective photo and video content
- Someone who is able to adopt and work effectively within the voice and tone of the Ingenium Academy, and who understands the importance of a unified voice across all channels
- Someone who pays excellent attention to detail and produces minimal editorial mistakes
- Someone with the ability to plan and manage deadlines and priorities
- Proactive, innovative and creative with the ability to drive something forward independently
- Someone who enjoys both working collaboratively but also autonomously
- Musical, with demonstrable ability to play or sing and thus understand the content



- A firm believer in the value of participation in music-making and passionate about music education and young people

Principal Duties and Responsibilities

- Attending meetings and training sessions with the Director & Assistant Director
- Creating and implementing an ongoing social media plan across multiple platforms (Instagram, twitter, facebook etc)
- Creating and posting social content including production of video, stories, editorial, graphics etc.
- Engaging and interacting with our community across social platforms
- Researching and providing insight into new approaches for social media led marketing – ie. emerging platforms, trends or behaviours
- Providing feedback on performance and engagement of social content
- Ensuring that all content or language published adheres to Ingenium editorial guidelines
- Developing creative ideas for creating marketing and social media content during the summer school that can be used both during the school and afterwards (ie. video content, infographics) and creating a plan for making these.

This is not a complete statement of all duties and responsibilities of this post. The jobholder may be required to carry out other duties as directed by the Director, the responsibility level of which should not exceed those outlined above.

Job Context

The jobholder will meet and work with the Assistant Director once a week at the London office. Should the jobholder not be London based, this meeting may be done by Skype or similar. The rest of the time, the jobholder may work from home or their own office.

Apply Now!

Please send us your CV and cover letter, with a detailed description of why you would like to work at the Ingenium Academy and what you can bring to the role.

Please also grab our attention on Social Media and introduce yourself to us there - in whichever way you think best!

Please send all applications to: info@ingeniumacademy.com and @ingeniumacademy

The deadline for applications is 6pm on Friday 21st February 2020.

Please feel free to contact us if you would like any more information regarding the role:

Email: info@ingeniumacademy.com

Telephone: +44(0) 20 7060 4076

We look forward to hearing from you!