

## Social Media Marketing Internship

### Organisation and Team

The Manchester China Institute

Lee Kai Hung Building, 178 Waterloo Place, Oxford Road, Manchester, M13 9PL

### Selection Method

Written CV & Cover letter followed by an interview

### Application Criteria

#### *Essential:*

- Experience of managing aspects of marketing and communications activities such as event organisation, writing, editing, design, and production
- Up-to-date IT skills, including a working knowledge of social media, Word, Outlook, Excel and PowerPoint
- Ability to respond quickly, creatively and flexibly to problems, new developments and to spot opportunities for the Institute's growth
- Excellent written communication skills, including the ability to produce information for a variety of internal and external audiences

#### *Desirable:*

- Knowledge of China and/or Chinese language proficiency
- Knowledge of Chinese social media platforms such as WeChat/Weibo

### Practical Considerations

Paid role at 5 hours per week. Mostly remote home-working, and possibly an occasional meeting on campus at the Lee Kai Hung Building. Initially a three-month role with the option to be extended.

### Job Description

The Social Media intern will be responsible for assisting in day-to-day operations and management of content of the MCI's YouTube Channel, Facebook, Instagram and Twitter. This position will be responsible for planning, creating, scheduling, and posting content for various social media projects such as the International Photo Competition, MCI's online events series as well as publicising ongoing research developments. The Social Media Intern will work with the MCI management and will directly report to the MCI Manager.

### Responsibilities

- Work with the MCI management to promote MCI's programs, and special events
- Create engaging content for all major social media platforms to increase brand awareness
- Brainstorm/offer ideas for social media projects/opportunities
- Schedule content to be published on social media and assist with monitoring the social media channels and activities
- Other duties as assigned

### Contact

Please send your CV and cover letter to:  
[mci@manchester.ac.uk](mailto:mci@manchester.ac.uk)

### Deadline

Thursday December 9