



JOB DESCRIPTION | Digital Marketing Intern | MUNTADA AID

Job title:	Digital Marketing Intern (6 Months)		
Salary:	Unpaid Voluntary Work (Travel & Lunch Expense Reimbursed)	Location:	Parsons Green, London SW6
Responsible to:	Marketing Manager	Responsible for:	N/A
Internship Terms:	- Full Time 40 hours per week; - Temporary [6 months]; - Monday to Friday	Start Date:	8 January 2018
Date Job Posted:	15 November 2017	Application Deadline:	15 December 2017

1. The Role

We are seeking to recruit an enthusiastic, fast-learning digital marketing intern to join our growing team at Muntada Aid in Parsons Green London, helping us develop our digital marketing platforms.

The right candidate will be passionate about all things digital, willing to get stuck in and looking for a future career in digital marketing in the third sector (charity industry). Ideally, the candidate will have already graduated in Digital Marketing or be well on the way to achieving one. The Internship requires no previous experience in an organizational setting, however, it is essential that the potential candidate demonstrates eagerness to learn and is willing to get involved in all aspects of our digital marketing work.

2. Main tasks¹

- Work with SEO tools and platforms to create keyword maps to ensure that the organisation's website is optimised on leading search engines.
- Creating and updating website content using CMS
- Assist the Marketing team in developing and delivering Digital marketing contents
- Regular and timely posting of email using specialized email marketing tools
- Update Social media accounts with up-to-date and relevant media and news
- To assist in increasing the organisation's audience on all digital media channels and platforms
- Work with team members to develop & understand digital marketing strategies
- Growing the organisation's presence through social media channels
- Some general administrative tasks where necessary



PERSON SPECIFICATION | Digital Marketing Intern | MUNTADA AID

1.	Qualifications and Training	
a.	Educated to A-level standard	Essential
b.	Currently studying a UK undergraduate course in Digital Marketing or similar	Essential
c.	A UK degree in Digital Marketing or other relevant field	Desirable
2.	Skills and Experience	
a.	Passion for digital marketing or media	Essential
b.	Experience in similar role	Desirable
c.	Experience of image editing software, such as Photoshop, and basic HTML knowledge	Desirable
d.	Competent and skilled online writer/editor	Desirable
e.	Excellent communications skills –written and verbal	Essential
f.	Analytical with an eye for detail. Works towards high standards of accuracy and efficiency	Essential
g.	Excellent research and drafting skills	Essential
h.	Courteous, friendly and tactful. Establishes rapport easily	Essential
i.	Professional when dealing with Senior Staff, Fellows, alumni, donors, colleagues and students	Essential
j.	Proficiency in the use of computers; Microsoft Office Suits;	Essential
k.	Good judgment about when to use initiative and when to consult	Essential
5.	Ability	
a.	To work in a systematic and methodical manner	Essential
b.	To adapt quickly to changing deadlines and priorities	Essential
d.	To work effectively within a team environment	Essential
e.	To work unsociable hours during peak campaigns	Essential
f.	Self-motivated and able to carry out repetitive work	Essential
g.	Forward thinker with the ability to think outside the box	Essential
6.	Commitment and understanding	
a.	Understanding of the Islamic faith.	Essential
b.	Commitment to the charity sector.	Desirable



How to Apply

Please apply before the closing date by sending your CV and covering letter via email to hr@muntadaaid.org

Note: if you do not hear back from us within 4 weeks please assume that your application has not been successful.

¹. Intern duties are not limited only to the above-mentioned accountabilities; he/she may perform other duties as assigned, relative to the specified discipline.