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| Fellowship title:  | **Social Media Manager for The Retreat Fellow**  |
| What does the role involve?  | **Role summary:** We are looking for an enthusiastic and committed student to take on the role of the Social Media Manager for The Retreat Fellowship who will be responsible for supporting the development of social media channels to specifically market The Retreat.This is an exciting and varied role in the Hair and Beauty curriculum area that requires commitment from October 2021 to May 2022 and will involve: * Setting up specific social media platforms such as Instagram, Snapchat and Facebook for the promotion of the FDA Aesthetic Practice and Spa Management sessions.
* Fellows will utilise their time in the Retreat sessions to generate content specific to activities which students are practising, before and after photos of treatment results, posts of the facilities and the products used within the retreat. Some content may also include client reviews/feedback.
* Design a platform which reflects the professionalism and concept of the session.
* Create engaging, short content which can be published to the wider public.
* To regularly update the platforms with promotions, new products and offers which the retreat runs, with a target of 3 posts per week and 1 ‘story’ per week.
* Support the Commercial Manager to plan seasonal offers and promotions which will increase client occupancy and retention.
* Plan occasional social activities to increase online engagement.
* Manage and respond to any queries, or pass to the relevant person (receptionist, tutor or commercial manager).
* Contributing to the delivery of a presentation to current FE students to support internal recruitment.

**Outputs:*** Submit a 1000-1500-word reflective piece which details your experience as a student fellow. This reflective piece must identify the key activities which you have been responsible for, and how this student fellow role has helped to enhance your university experience and your employability.
* Attend NCUC Student Leader Induction (TBC)
* Attend Student Leaders Festive Event
* Attend Student Leader Awards
* Engage in social media training and promote social media profile in a professional capacity at least one a month, using the hashtag #NewcastleCollege.
* Write a short blog post reflecting on experience as a fellow.

There is also opportunity for student fellows to:* Present at NCUC Student Conference

**Payment schedule:** Total: £500(Payments will only be made on successful completion of the role. Deductions will be made for missed sessions or any other form of non-participation.) |
| How do I apply? | You can apply by completing the application form on the Research Portal and forward it to: **HEstudents@ncl-coll.ac.uk**Closing Date: **Friday 8th October**If shortlisted, you will be asked to attend an interview through teams the week (in person if permitting) week commencing: **TBC** |