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| Fellowship title:  | **BA (Hons) Creative Enterprise – Social Media Development Fellow** |
| What does the role involve?  | **Role summary:** We are looking for an enthusiastic and committed student to take on the role of the BA (Hons) Creative Enterprise – Social Media Development Fellow who will focus on Instagram and TikTok for L6 BA Hons Creative Enterprise – Art & Design.This is an exciting and varied role in the Art & Design curriculum area that requires a commitment of approximately two hours per week, from January 2022 to July 2022 and will involve:* Gathering, analysing and presenting research that includes: The best use of social media by comparable courses, examples of the best/most innovative use of social media by brands globally, ensuring **diversity/inclusivity** is at the heart of this work.
* Gather student voice insight (survey monkey etc), what why and how our students use social media. What would make them follow L6 Creative Enterprise?
* Identify target focus groups, Instagram v TikTok.

PRIMARY AIM – facilitate recruitment and retention while attracting industry partners by demonstrating both the strength and diversity of talent on the course and promote the links with employers nationally.THE DESIRED CANDIDATE WILL: * Hold basic knowledge of Instagram and TikTok.
* Be highly organised and motivated.
* Use Photoshop/Canva/Procreate or similar.
* Be interested in research and social media marketing.

**Outputs:*** Digital visual research document including:
* Benchmark social media use and how this should impact the CE proposition.
* Disseminating student voice.
* Target audience groups.
* Example social media content
* 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 the opportunity for student fellows to present at NCUC Expo\_22 in March 2022.**Payment schedule:** Total: £266 (+£50 for travel or entry to exhibitions)(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 21st January 2022**If shortlisted, you will be asked to attend an interview through teams (in person if permitting) on: **W/C 24th January 2022** with the aim of beginning the role on **Monday 31st** |