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| Fellowship title:  | **Fashion Retail Enterprise Social Media Marketing 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 Marketing Fellow, who will be responsible for posting daily, creating content, implementing an Instagram posting schedule, as well as other responsibilities listed below. This is an exciting and varied role in the fashion curriculum area that requires a commitment of approximately two hours per week, from January 2022 to July 2022 and will involve: * Posting to Instagram daily (Mon-Fri) with the opportunity and freedom to revitalise the course Instagram page, and develop how you see fit.
* Creating content and implementing an Instagram posting schedule.
* Monitor post success and engagement by using Instagram analytics.
* Interviewing creatives.
* Be responsible for the development and launch of the course end of year show for both levels four and five.

The desired candidate will hold:* Basic Instagram knowledge.
* Be a highly organised and motivated individual.
* Canva/Photoshop skills.
* Interest in social media marketing.

**Outputs:*** 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: £334 (Two instalments of £167 in March and June 2022) (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.) |
|  | 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 January 2022** |