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| Fellowship title:  | **FdA Business Management – 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 Business Management – Social Media Development Fellow who will focus on Instagram and TikTok for FdA (L4) Business Management.This is an exciting and varied role in the Business Academy 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.
* Produce fun, serialised content on campus with students.
* Gather student voice insight (survey monkey etc), what why and how our students use social media. What would make them follow FdA Business Management?
* Attend students events and shows in 2022 and capture content.
* Liaise with and target Level 3 students to support IP strategy within Business Academy.
* Identify target focus groups and adapt appropriate social media platform accordingly (Instagram v TikTok)

PRIMARY AIM – facilitate recruitment (internal and external) 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.
* Have a passion for digital marketing research and social media marketing.

**Outputs:*** Digital visual research document including:
* Benchmark social media use and how this should impact the Business Academy proposition.
* Disseminating student voice and opportunities.
* Target audience groups.
* 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: £250 (+£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** |