



## **Social Media Internship (3-months starting February/March 2021)**

The Big Cat Sanctuary is set in the heart of the countryside at Smarden, in Kent. The peace and tranquillity of the site provide a sanctuary and excellent conditions for the successful breeding of the beautiful, yet endangered cats both large and small within the European Endangered Species Breeding Programme. We are a profitable, professional organisation with a knowledgeable and passionate team who care for our animals and raise funds to support wildlife conservation projects both in the UK and around the globe.

We currently have an opportunity for a bold and creative Social Media & PR Intern to join our Marketing Team. As part of the wider team, you will be involved in a wide variety of activities and projects including supporting the team with all social media channels (Facebook, Instagram, YouTube, Tik-Tok, Twitter etc.), research & planning and having the opportunity to contribute to content strategy.

We are looking for an individual who has a passion for wildlife, conservation and zoos and wants to learn and develop their skills and apply their creativity where possible.

The successful candidate will be collaborating with and have the opportunity to learn from experienced marketers in the digital space.

Our internships are designed to give you genuine, meaningful experience. All internships are offered on a voluntary basis and are therefore unpaid.

### **Typical daily tasks may include:**

- Participating in social media efforts (including Facebook, Twitter, Instagram, LinkedIn, YouTube, TikTok)
- Pitching story ideas for social media channels
- Creating and writing content for social media channels
- Assisting with writing press releases and media advisories
- Attending and participating in internal planning meetings
- Proofreading publications and marketing materials
- Coordinating video and photography requests
- Assisting our videographer with filming & editing
- Acting as a first-line responder to social media messages/comments/reviews/posts
- Researching competitors and trends
- Manage online communities on specific BCS channels on Facebook, Twitter, Instagram, YouTube and other messaging platforms
- Assisting other departments, as required

### **Essential Requirement:**

- A good & clear understanding of all main social media channels and a genuine passion for social and content
- Interest in animals/conservation/sanctuaries/zoos
- Excellent time-management, organizational and multitasking skills
- Strong interpersonal and communication skills
- Fluent written and spoken English
- An ability and desire to learn new skills quickly

### **Other information:**

- Must be over 18
- Full training will be given
- Option to take part in other learning opportunities, training and social events
- Interns attend our site for 20-40 hours per week for a maximum of 12 weeks. Each placement is designed to help the intern gain experience related to their education.



- We do not provide transportation or housing, but access to your own vehicle is essential as BCS is not accessible by public transport

To apply for the internship above, please send a CV and covering letter to [social@pwpark.com](mailto:social@pwpark.com) stating “BCS Internship Application” in the subject line.

**Closing Date: This opening will be withdrawn once a suitable candidate has been selected so please send applications as soon as possible.**

*Please be advised that we will only respond to those who have been short listed*