

Student Space Communications Intern (Student x 2)

Location: Remote (working from home)

Accountable to: Communications Manager

Start date: 20th June 2022

Hours of work: 10 hours per week, flexible working available

Contract: Casual (zero hours) contract; 5 weeks (with the potential to add more hours during this time)

Salary: £9.90 per hour

Job Purpose: create content to help engage student audiences and communicate the support available on [Student Space](#).

About Student Minds

Student Minds is the UK's student mental health charity. We empower students and members of the university community to develop the knowledge, confidence and skills to look after their own mental health, support others and create change. We train students and staff in universities across the UK to deliver student-led peer support interventions as well as research-driven workshops and campaigns. We also deliver research on student mental health and by working collaboratively across sectors, we share best practice to ensure that decisions about mental health are made based on evidence and students' preferences. Together we will transform the state of student mental health so that all in higher education can thrive.

About the role

In response to the ongoing challenges associated with the pandemic, Student Minds launched [Student Space](#) in August 2020, an ambitious mental health programme to provide additional support for students across England and Wales. Student Space includes direct support, tips and information, student stories and a university search directory to help students navigate life during the pandemic and beyond.

We are looking for two students studying currently in England or Wales to help us ensure that our content is truly created by students, for students. You are experts in your own experience and we want to work with you to communicate your content to our audiences across our comms. Currently, our key communications channels include social media (Facebook, Twitter, Instagram, LinkedIn, TikTok), website, blog, press and media, emails, conferences and video (YouTube).

We want to engage more students but especially those groups who have been more impacted by the pandemic than others. With your help we want to make sure we are reaching and supporting a

diverse range of students, particularly male students, students of colour, LGBTQ+ students and Welsh speaking students. You will play a key role in ensuring a diverse range of students find out more about the support that is available to them during their time at university. We are particularly looking to work with you to create social media and video content to use across TikTok and Instagram reels. We would also like you to engage with students and create plans on how we can best reach certain demographics of students in an effective and supportive way.

collaborative

Teamwork and strategic partnerships help us to achieve better results.



We are respectful, supportive and inclusive.

empowering



We invest in people, in the belief that they hold the key to effecting real change.

We listen to and mobilise the student voice.

Student Minds' Values

innovative



We strive for the best solution and the highest quality, using expert knowledge and evidence.

We learn from our ground-breaking research and data to develop and grow.

courageous

We are willing to challenge the status quo and be decisive to shape a better future.

We are ambitious, optimistic and will push the boundaries.



Key Responsibilities

Social media content creation

- Creation of social media posts to use across our social platforms.
- Coming up with new and creative ideas to engage students on our social media accounts.
- Creation of digital imagery to use on social media.
- Using our social media insights to inform content and make relevant adaptations.
- Researching the most effective ways to reach certain demographics of students – exploring their values, needs and tailoring our messaging for these.

Newsletters and marketing

- Writing copy and marketing materials to send to our audiences on the Student Space newsletter.
- Segmenting the content we share for a student audience.
- Using data to inform our newsletters and make relevant adaptations.
- Developing digital communications packs.

Creative thinking and listening to student audiences

- Researching student trends.
- Keeping our eye out for social media and TikTok trends.
- Looking at the student calendar to plan and map out content.
- Creatively planning how best to reach students across our comms channels.
- Reacting to news and events happening in real-time which impact students and students care about.
- Researching how best to engage with students who have been most impacted by the pandemic for example students of colour, students with eating difficulties, LGBTQ+ students.

General

- Work in a flexible way and undertake tasks to support Student Minds colleagues as required.
- Assisting the Communications and Design team with ideas generation and content creation.
- Assisting the Student Space team with reflections on the programme and our content
- Ensure equality and inclusion across the content you produce.
- Attending Student Space meetings where relevant.

Person Specification

The successful candidate will have the following competencies and experience:

Criteria	Essential	Desirable
Currently studying in England or Wales	X	
Commitment to Student Minds' vision and mission, passionate about mental health and wellbeing	X	
Excellent prioritisation and time management skills	X	
Ability to use own initiative with a confident and proactive attitude	X	
Confident using Google/Microsoft Office packages	X	
Creative and able to think outside the box	X	
Excellent communications skills, both written and verbal	X	
Previous experience creating content for social media	X	
Strong attention to detail and accuracy, with excellent proofreading and engaging copywriting skills	X	
Able to work independently as well as part of a team	X	
Knowledge of the mental health landscape in UK Higher Education and issues facing students generally		X
Passionate about getting information to students who have been most impacted by the pandemic		X
Knowledge of social media trends		X
Experience using CANVA or a similar platform to create digital assets		X
Some experience using TikTok and/or Reels to create videos		X
Some experience successfully promoting a service		X

To Apply

To apply, fill in our [online application form](#) and [equality monitoring form](#). Please detail your relevant skills and experience that make you a good fit for the role using the person specification as a guide.

The deadline for applications is **Sunday the 5th of June at 11:59 pm.**

You will hear back from us within the week and should you be shortlisted, an interview will take place digitally on the 15th of June which will involve a competency interview and a task.

We're looking forward to hearing from candidates who want to help us make our vision a reality. We are keen to hear from individuals with personal experience of mental health difficulties and we particularly encourage applications from racialised and minoritised communities, and from men, who are currently under-represented in Student Minds.

If you have any questions about the application process or need reasonable adjustments made please contact vacancies@studentminds.org.uk. If you have questions about the role itself, please contact comms@studentminds.org.uk.