

SCILT Digital Internship 2020-2021

Information Pack

The purpose of this internship is to raise the profile of language learning amongst 15-18 year olds through engagement on social media platforms and using other relevant technologies.

This post is open to applicants currently in S5 going into S6 for session 2020-21 **only**.

- This is a remote-working internship.
- This is an unpaid opportunity.
- Successful applicants **must** attend a training day in Glasgow on **Tuesday 16 June 2020**. Those who cannot attend this day will **not** be allowed to proceed onto the programme.
- Applications are considered on a competitive basis. Not all candidates who submit an application will be interviewed.
- Those applicants who are successful will be invited to interview over Skype. This is to ensure applicants are not deterred from applying should they live further away.
- Only complete applications will be considered.

What this internship can offer you

A motivated intern will complete this internship with a valuable insight into the world of work and an enhanced CV. Interns will gain:

- Experience of working in a professional environment and an understanding of professional standards for online engagement.
- Access to an increased personal follower base and a raised social media profile.
- Support and training from digital professionals.
- Proven team-working and negotiation skills. Evidence of planning and time-management skills.
- Portfolio of social media output.
- Recommendation letter or volunteer appreciation certificate from SCILT.

What SCILT is looking for in your application

- You should carefully read the Job Description and Person Specification. Base your application around these requirements and make sure you provide evidence or examples to demonstrate how you meet the criteria.
- Please make use of the space for any further information that is relevant to the role and highlights additional skills and qualities you have.
- Ensure your application is well-presented, clear and concise and shows you in your best possible light.

Job Description

Successful candidates will work with a team of interns to:

- Establish social media channels to engage with 15-18 year olds.
- Create and publish relevant, original, high-quality content that relates to languages and language learning, to be shared through social media channels.
- Collaborate with other interns to generate ideas and content.
- Follow SCILT’s social media guidelines for creating and posting content and engaging with followers.
- Report to SCILT every week with a weekly plan for content.
- Review successes and failures regularly, based on evidence, and use this to inform future posts. Training on gathering and assessing evidence will be provided.
- Monitor conversations across social media platforms. Engage in dialogue and answer questions where appropriate.
- Work and communicate in a professional manner with the Communications Team at SCILT.

Interns are expected to commit two to four hours per week for one academic year to the project (Aug – June).

Person Specification

Factors	Essential	Desirable	Means of assessment
Education	<ul style="list-style-type: none"> • Current S5 pupil going into S6 		Application
Experience	<ul style="list-style-type: none"> • Proficient user of the top global social media platforms • Ability to create engaging content for social media • Team working 	<ul style="list-style-type: none"> • Creating content for a specific audience 	Application & interview
Skills and knowledge relating to the role	<ul style="list-style-type: none"> • A demonstrated enthusiasm and passion for language learning • A demonstrated enthusiasm and passion for learning about other cultures • Excellent level of IT and internet skills • Knowledge of creative and digital media / technology 	<ul style="list-style-type: none"> • Knowledge of digital and creative software packages and tools • Creative skills • Organisational skills • Ability to write appropriately for the web and tailor content to a specific audience 	Application & interview

Factors	Essential	Desirable	Means of assessment
Personal attributes	<ul style="list-style-type: none"> Strong written and verbal English. Good communication skills. Excellent attention to detail Hard working and ability to meet deadlines Ability to proofread and edit your own writing thoroughly 		Application & interview
Other	<ul style="list-style-type: none"> An understanding of the issues surrounding language interest and uptake amongst young people 	<ul style="list-style-type: none"> Knowledge of the work of SCILT 	Interview

How to apply

- In your personal statement, please let us know why you are interested in this internship, what you could bring to the role and how you fit the job description and person specification.
- Please use Section 4 to demonstrate your creativity and proficiency in social media. You could provide links to your social media accounts, provide examples of something creative you have done on social media, or design a short social media campaign to support this application.
- Please provide a letter of reference from your Faculty Manager or Principal Teacher of Modern Languages explaining why they would recommend you for this programme. This must be included with your application.
- **Your application must be submitted on or before Friday 3 April 2020 at the latest. We will NOT accept late applications.**

Submit your completed application form together with your reference by email to scilt@strath.ac.uk.

If you are unable to submit your application by email then please post your application to: SCILT – Digital Internship, The Ramshorn, Ingram Street, University of Strathclyde, Glasgow G1 1EX.