

SCILT Digital Internship 2023-2024

Information Pack

The purpose of this internship is to reach 15-18 years olds through social media channels and raise the profile of language learning amongst this demographic. This opportunity is open to applicants currently in S5 going into S6 for session 2023-24 **only**. Please note:

- This is a remote-working internship.
- This is an unpaid opportunity.
- Successful applicants **must** attend a training day on **Friday 9 June 2023**. This will be held in Glasgow and travel expenses from outside Glasgow will be covered. 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. Only complete applications will be considered.
- Short-listed applicants will be invited to interview over Zoom.

What this internship can offer you

A motivated intern will complete this internship with valuable insights into the world of work and digital marketing, as well as with an enhanced CV. Interns will gain:

- Experience of working in a professional environment and an understanding of professional standards for online engagement.
- Support and training from digital professionals.
- Experience of working in a team of like-minded language enthusiasts.
- Proven team-working and negotiation skills.
- Evidence of planning and time-management skills.
- Portfolio of social media output.
- Certificate on completion of the programme.

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 and provide 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.
- You will be asked to submit a short video as part of your application. We are looking for applicants who are creative and who understand current trends as well as the constraints of posting in a professional rather than personal capacity.

Job Description

Successful candidates will work with a team of interns to:

- Establish social media channel(s) 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 these social media channel(s).
- 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.
- 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/CISS.

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

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 social media • Working as part of a team to meet a specific objective. 	<ul style="list-style-type: none"> • Creating digital 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 • Ability to create engaging content for social media • Knowledge of creative and digital media / technology 	<ul style="list-style-type: none"> • Knowledge of digital and creative software packages and tools • Ability to write appropriately for and tailor content to a specific audience 	Application & interview
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

Factors	Essential	Desirable	Means of assessment
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

- Section 3 is 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. Take time to read the criteria above and include examples of how you meet these.
- In Section 4, we ask you to create a post that could be shared on social media to raise the profile of language learning amongst the target audience for this internship (15-18 year olds). This is an opportunity for you to demonstrate your creativity and understanding of the audience. Please attach your completed post as a video file or image to your email application. This will be kept in a confidential file with your application and not shared any further.
- You must provide a letter of reference from your Faculty Manager or Principal Teacher of Modern Languages explaining why they recommend you for this programme. This must be included with your application.
- Your application must be submitted on or before Sunday 2 April 2023. We will NOT accept late applications.** Submit your completed application form together with your video and reference by email to scilt@strath.ac.uk.