**FREELANCE DIGITAL AND SOCIAL MEDIA INTERNSHIP**

December 2021 - February 2022

**DG Unlimited (DGU) is looking for a creative digital and social media intern to work on a paid, short-term freelance contract with an overall fee of £2,475 inclusive of VAT (£82.50 per day inclusive of any travel). DGU’s freelance team works flexible hours; the commission will be delivered digitally over 30 days between 1st December 2021 and the end of February 2022. Funded by The Holywood Trust, this opportunity is open to a young person between 21-25 whose permanent residence is in Dumfries & Galloway.**

**If you are keen to gain valuable mentoring opportunities and experience of applying your learning, knowledge, and skills to working within an arts and cultural context, we’d love to hear from you.**

**Commission Brief**

DGU is working with partners to deliver a blend of ‘in-person’ and digital events and activities as part of our [Creatives Unlimited](https://www.dgunlimited.com/creatives-unlimited.html) programme. DGU also links with its pARTners group, made up of representatives from many of the regions high profile arts events and organisations, which supports networking, knowledge exchange, cross project/cross art-from working.

The digital and social media intern will be responsible for planning digital and social media calendars, creating content, publishing digital communications and social media posts, and assisting the DGU team with brainstorming campaigns. They will:

* Work to maintain **an effective digital presence** using **website, social media channels and email marketing.**
* **Stay ahead of the latest digital trends** and **use data insights and analytics** regularly to **ensure all digital channels are tailored to the needs of target audiences and services.**
* Have **administrative duties and liaise with delivery partners** as well as helping to **implement digital content and a digital showcase campaign.**

Reporting to the DGU Programmes Manager, the Digital and Social Media Intern requires:

* Excellent knowledge of social media platforms.
* Knowledge of analytical tools.
* Creative mindset.
* Strong written communication skills.
* Ability to multitask.
* Team player who can also work on own initiative.
* A qualification in Communication or a related field.

or

* Prior experience with marketing and social media.

**Please submit an up-to date CV and personal statement to** [**maggie.dgu@gmail.com**](mailto:maggie.dgu@gmail.com) **Your CV should also include two referees with their contact details. Your personal statement should be no more than 2 sides of A4 and include the following:**

* **Your relevant background and experience.**
* **Your initial ideas for supporting the work of DGU and its partners in promoting Dumfries & Galloway’s creative sector using digital communications and social media.**

**DGU’s vision** is *‘To make Dumfries and Galloway the destination place, where all artists and arts organisations want to live, work and make a living’*

**DGU’s mission** is *‘We seek to create Scotland’s leading rural arts network by supporting creative practitioners and organisations to help themselves and each other; providing a collective voice; celebrating and nurturing talent; and growing the next generation of creative practitioners.’*

For more information on DGU please read[*Distil*](https://www.dgunlimited.com/distil.html), DGU’s Strategic Plan (2017-2021) and visit our [website](https://www.dgunlimited.com/).