

opportunitykensington

Join us in shaping the future of High Street Kensington. **Social Media Intern Needed**



How to apply

Applicants should share their resume by applying for the role via this Indeed post. Send a short covering letter outlining their interest in the role and relevant experience to Maya Mroue at mam@opportunitykensington.co.uk.

The closing date is February 21, 2025.

Incomplete applications will not be considered.

Applicants must be able to demonstrate the right to work in the UK.

Job Description

Title: Social Media Internship

Salary: Paid*

*Opportunity Kensington will follow the National Living Wage for student interns which is a rate of £8.60 per hour.

Duration: 3 months with option to extend

Hours: Part-time – flexible hours

Location: 2 Allen Street, London W8 6BH

Reports to: Marketing Director, Opportunity Kensington

Opportunity Kensington, a new Business Improvement District centred around Kensington High Street, is seeking an intern to support our social media efforts, primarily focused on Instagram. This role is crucial for support in maintaining an active presence online, promoting member businesses, engaging with our community, and advocating our mission to promote Kensington High Street as a thriving cultural and retail destination. Join us in shaping the future of this iconic area.

Job overview

The Social Media Intern will undertake:

- **Social media campaign execution:** Support in managing the BID's visitor-facing social media channels ensuring output of regular, high-quality content to engage audience, grow following, and promote Kensington as a destination of choice.

- **Content creation and promotion of businesses and the area:** Develop engaging content including reels, stories, posts, and captions that highlight the unique businesses, events, and promotions on the High Street to increase exposure and drive foot traffic.
- **Online community engagement:** Respond to comments and messages and engage with followers.
- **Collaborations and competitions:** Support the marketing team to collaborate with the member businesses and influencers to cross-promote content, develop competitions and increase reach.
- **Local event promotion:** Attend and cover Opportunity Kensington and member events to share real-time updates, event visibility, and community involvement.
- **Data monitoring and analysis:** Monitor key social media metrics such as engagement rates, follower growth, and click-through rates to measure the effectiveness of social media strategies.
- **Trend monitoring:** Stay updated on social media trends to continuously improve the High Street's social media presence and relevance.

Person specification

Opportunity Kensington is actively seeking to attract and retain people from all backgrounds. There is no preference for a candidate to have prior knowledge of Business Improvement Districts, but you need be able to demonstrate relevant experience and skills in the following areas.

Required skills and experience:

- Passionate and confident use and knowledge of social media platforms
- Experience in creating good-quality content for social media e.g. reels / stories
- Creative and innovative thinking to generate fresh ideas for content and campaigns
- Basic skills in photography and/or videography for capturing high-quality content
- Able to write creatively and clearly for a range of channels and audiences
- Competent communicator with a friendly and professional manner via telephone, email and face-to-face meetings with Opportunity Kensington's members
- Proactive and self-motivated, able to prioritise own workload and work to deadlines

About Opportunity Kensington

Opportunity Kensington is a Business Improvement District (BID) centred around Kensington High Street, working in partnership with local businesses and stakeholders to create a thriving destination, welcoming public spaces and a connected business community. Following a successful ballot result in early 2022, Opportunity Kensington formally launched on 01 April 2022. Information about the BID area, its governance and strategic priorities, can be found at www.opportunitykensington.co.uk. Opportunity Kensington's members are the almost 400 businesses that pay its annual levy.