

Vlogger and engineering ambassador

Claremont Social Communications on behalf of EngineeringUK

Background

Tomorrow's Engineers Week aims to encourage more young people, particularly girls, into pursuing engineering careers by creating a buzz promoting all the exciting possibilities within engineering. Visit tomorrowsengineers.org.uk for more information.

Who we're looking for

We're trying something new for Tomorrow's Engineers Week 2015.

We're on the hunt for an ambassador who can be the face of the Week. A natural communicator and digital native, the ambassador will create vlogs to share across social media to help promote the Week and all things associated with it i.e. objectives and key messages, activities and events.

This is an exciting London Living Wage paid-internship role for the right candidate. You'll work with a team of communications consultants at Claremont for 6+ weeks, liaise with CEOs of global organisations and make a positive impact on the future of engineering. All of which will look great on your CV and will make you stand out from your peers when it comes to applying for full-time jobs.

So if you're an avid social media user and passionate about engineering, this is the role for you.

Your responsibilities

- To build an online community through engaging with the target audience (11-14yr old girls) using vlogs (YouTube), live videos (Periscope), images and photos (Instagram) and promoting these through Twitter and Facebook
- Create, edit and publish appealing videos including but not exclusively:
 - Collaborative vlogs with well known vloggers – the ambassador will be required to build relationships with these people and be active in building their network
 - SEO driven content – using Google Keywords and Trends to find out what people are actually searching for/looking for and answering those questions
 - Discussion vox pops – asking people on the street relevant engineering questions i.e. "how do you think your shoes are made?" or "what does an engineer do?"
 - Interviews of partners/friends of EngineeringUK
 - Piece to camera video diaries
- Be a spokesperson and advocate for Tomorrow's Engineers Week

About you

- Have an interest in engineering – you might be studying STEM subjects at degree or A Level, be doing an apprenticeship in a STEM industry or have a proven interest in STEM
- Have an interest in communications - you might be studying a communications subject or be an active blog writer
- Be charismatic and able to build rapport easily
- Be proactive in building relationships and nurturing your audience

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- Have a high level of verbal and written communication skills
 - Be self-motivated and resilient
 - [A presence on](#) social media is desirable
 - You must be available to work full time from August to September 2015 with most days expected to be in London – although hours and location are flexible
 - You must also be available to dedicate the equivalent of one day a week in September and October to the campaign and available full-time (or part-time) for the week 2nd November to 6th November.

Who you will be working with

You will report to Kari Payne, Digital Consultant at Claremont Social Communications (www.claremontcomms.com), who will be your mentor and day to day contact.

You will be supported by Junior Consultant, Monica Wilson and Digital Consultant, Connie Churcher. Your main stakeholders will be Tamzin Caffrey and Angus Hutchison in the communications team at EngineeringUK.

What you will be paid

This is a paid internship. It is expected you will work 5/6 weeks full time and then commit one day per week until Tomorrow's Engineers Week when you will work full time again. You will be paid the London Living Wage of £9.15 per hour.

How to apply

To apply, please email tew@claremontcomms.com with your CV and either a short video or 200 words explaining why you should have the job.