



## CONTENT, MARKETING AND EVENTS INTERNSHIP JOB DESCRIPTION

<b>Working hours:</b>	09:00 - 18:00 Monday - Friday Duration: 4-5 months
<b>Start date</b>	September 2017

### **Content**

In your role you will be given an Access All Areas pass to source both written and visual content. We need you to give meaningful, engaging and exciting viewpoints of what goes on behind our doors communicated regularly to our followers. For instance exploring our multi-disciplinary members work and how to bring that to life, showcasing the possibilities our workshop and machines offer, or profiling our projects or events. You will be encouraged to work with our creative intern to formulate ways to work together on new exciting content routes you could try.

### **Marketing**

With your content story nailed we need you to share it with impact across our comms channels – traditional, social, newsletter etc. You will be required to create a regular and exciting editorial calendar in collaboration with the team and projects they have on. Where relevant and required you will be given a budget to use to push your content further. A considerable measured increase in our following or engagement due to content you create during your time with us will be rewarded accordingly. You will be given a 1 hour training session with one of the team on Growth Hacking and how to apply that to your role.

### **Events**

A key element of Makerversity is continuing to spread the word and gain traction among the local community. You will be tasked with sourcing relevant events the Makerversity team or our members should attend or showcase at.



**On any given day you might...**

- Take the lead in sharing an event we host across all our social media: Instagram, Twitter etc.
- Design or write the brief to design a poster for next month's event calendar.
- Assist the team in setting up an event.
- Create video content to push live on our Facebook channel.
- Research the best platforms for Makerversity to be communicating on.
- Do a photoshoot of our members work and then share it across platforms.
- Help keep the office environment a happy place to be - stocking the kitchen...we all chip in!
- Assist one of our member business' with their own marketing.
- Represent the team at an event, conference you choose as relevant for our marketing...e.g. Smart City, Creative Mornings, Pecha Kucha Amsterdam, TEDx, A City Made By People.

**Ideal applicants would have the following experience and skill set:**

- Education in Communications or related field.
- Experience in and in-depth understanding and use of marketing channels and how to make them work hard for us: traditional media, social media, newsletters etc.
- Experience with social media analytics, including Google Analytics and Facebook Insights
- Curious and motivated to try the newest possible marketing channels, technology and techniques relevant to our audiences.
- Confident writing ability in Dutch and English - able to share an engaging message with passion and conviction across short-form (Twitter) and long-form (Blog).
- Confident behind a camera to do photo-shoots.
- A good eye for design and our brand identity applied to photoshop, photography and video.
- Able to 'quickly knock something together' where necessary.
- An interest in the broader industry and current trends; creative, tech, fashion, hardware, arts



**You software knowledge**

- InDesign, Illustrator and Photoshop for creating simple visuals and gifs
- Mailchimp
- Social media tools e.g. Hootsuite
- Social channels; Twitter, Facebook, Instagram, LinkedIn
- Google Drive and Docs

**Oh! And your bonus skills that would be handy but not necessary...**

- Video editing
- Keen and confident running creative workshops for youngsters

**What we offer you:**

€150/month  
Makerversity membership with access to all tools and machines for own projects

**Application deadline:**

18th August, by 17.00

Please send a copy of your CV, a covering letter highlighting how you meet the programme criteria and a one-pager outline of a content marketing project you would like to make happen at Makerversity. Previous projects have included a series of member interviews livestreamed on our Facebook channels in collaboration with Wevolver.

All documents to be emailed to [hallo@makerversity.org](mailto:hallo@makerversity.org)