

## **CDES Comms Intern Project**

### **Social media project:**

#### **Social media platform review**

CDES would like to appoint an intern to help us undertake a review of our social media platforms, helping us to increase our engagement and grow our following across Facebook, Instagram and LinkedIn. The intern would be working to support our social media content strategy by carrying out a range of tasks.

This project would involve the following:

- Review of our current platforms and provide an overview of how content is performing across each channel
- Undertake a competitor analysis to compare and contrast engagement, content, followers (etc.) across tertiary education providers in both NZ and globally
- Identify gaps in our content and make recommendations for our social content strategy including a forecast on costs/budget required
- Suggest new ideas on how to propel our social media engagement and how best to engage our primary target audience
- Support with content creation across our channels

Skills required:

- Experience working with a CMS
- An understanding of social media reporting and analysing of data
- Experience creating and writing content across multi platforms for a range of audiences
- Experience in working with content schedules
- A basic understanding of Google analytics and Facebook ads manager (ideally)
- Experience with Adobe suite including photoshop and InDesign and knowledge of Canva (ideally)