

## Citywise Glasgow Blogging and Social Media Internship 2022/2023

### Role Description

#### Introduction

The blogging and social media internship with Citywise gives one candidate the opportunity to gain experience working behind the scenes of a small but growing non-governmental organisation. Their main focus will be researching, writing and sharing blog posts related to Citywise's vision and mission.

#### About Citywise

Citywise is transforming young lives through the power of character mentoring. We work with schools and families to help young people unlock their potential, flourish in all areas of their lives, and contribute positively to their communities.

Our curriculum focuses on helping young people to grow in character by developing strengths of heart, mind and will. Young people develop the tools to succeed not just in their academic careers, but also in all areas of life such as relationships, aspirations and emotional resilience. They discover that they can grow, increase their emotional wellbeing, have healthy relationships, be socially engaged and feel empowered to take hold of their dreams and make a positive difference in their communities. In term-time most of our work occurs through 1:1 mentoring, but we also run other character-mentoring clubs and youth groups for young people, and during the school breaks we run special holiday projects.

#### About the role

**Dates of the internship:** 16 January - 1 May 2023

**Times of the internship:** 2-4 hours/week

**Location of internship:** Remote or in the Citywise office, 2 Merkland St, G11 6DD

#### Main areas of Responsibility

##### Blog posts: articles and family activities

- Choosing topics for blog posts, both articles and family activities, in communication with Citywise staff.
- In the case of articles, reading and learning about the topic to ensure a high quality of background research and evidence basis. Then working with the staff to produce a short article on the topic. This may be an article for children, parents, mentors, teachers or anybody interested in the topics of mentoring, youthwork, mental health and wellbeing, character, strengths and virtues, positive youth development, education etc.
- In the case of family activities, planning and creating games, crafts or other activities to be shared on the Citywise website and social media. This will include work to connect the activity to the Citywise approach and relevant research, preparing a step-by-step guide and creating engaging images and posts to be included in Citywise's communications.

## Social media

- Creating engaging content to be shared on social media, primarily the Citywise Instagram page, but also on the Citywise Facebook and Twitter accounts.
- Drafting a variety of posts, stories and reels to do with topics such as: sharing blog content, the mentoring experience, the character curriculum, youth mental health, spreading awareness of Citywise's delivery work, promoting fundraising campaigns

## Supporting other charity activities

As well as having the opportunity for experience in communications of a small charity, the intern will also have the opportunity to learn about many of the other aspects of charity life: administration, delivery, family engagement, volunteer management and especially the development of evidence-based content and materials around mentoring and character development.

## Key Activities

**Research:** Reading and learning about topics such as resilience, the growth mindset, kindness, curiosity, self-control, and many other character strengths and virtues

**Content creation:** Writing easy-to-read content communicating key ideas or sharing activities, including activities to be shared on our social media and family newsletter that promote character strengths and virtues

**Content design:** Designing images, posts or videos to facilitate the communication of created content. For example, using Canva to make blog images or Instagram stories, and using video editing software to make videos promoting Citywise activities

## Skills and experience required

- Commitment to Citywise's mission to help foster young people's character and personal growth
- Hard working with a positive attitude
- Creativity and an interest in communications, social media and simple design
- Good communication skills to ensure content is accessible and well presented
- Good organisational skills; accuracy and attention to detail
- Willingness to join in task as required in the varied life of a small charity
- **Preferred but not required:** A current volunteer or previous volunteer with Citywise