

SBU/ Department	Marketing and communications
Location	Almaty
Reports to	Aizhan Kalimbetova
Duration of internship	February-March (April) 2019
<i>Accountabilities, responsibilities and main duties:</i> <ul style="list-style-type: none"> • <i>Creation and publishing of relevant, original, high-quality content for social media</i> • <i>Create a regular publishing schedule for a month ahead for social media</i> • <i>Work closely with the marketing coordinator to develop social media campaigns</i> • <i>Monitor the organisation’s social media accounts and offer constructive suggestions for engagement improvement</i> • <i>Editing texts for the website and communications documents</i> • <i>Support with ongoing administration tasks</i> 	
Please indicate if any security or legal checks are required for this role	n/a

Person Specification

	Essential	Desirable	Assessment stage
Skills and Knowledge	<p>Confident user of main social media platforms</p> <p>Fluent Russian and English</p> <p>Good copywriting skills</p> <p>Confident user of MS Word, Excel and PowerPoint</p> <p>Passion for social media and digital marketing as a whole</p>	<p>Understand which different media formats such as text (articles), video, images and podcasts make on each social media platform</p> <p>Good command of the Kazakh language</p> <p>User of video editing and graphic design software</p>	Shortlisting and interview
Experience		Administration of websites and social media accounts	Shortlisting and interview
Qualifications	Education in PR / Journalism / Marketing or related areas		Shortlisting and interview

Submitted by	Elena Sim	Date	January 2019
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