

Job Description	
<b>Job Title:</b>	Social Media Intern
<b>Location:</b>	Hybrid between office and home (Dubai-based role)
<b>Reports to:</b>	Marketing Coordinator
<b>Contract type:</b>	Fixed-term
<b>Direct Reports:</b>	None

## OVERALL PURPOSE OF THE JOB

The Social Media Intern will support the Marketing team in creating, managing, and enhancing The Sparkle Foundation's social media presence across multiple platforms. The role is designed to provide practical experience in digital marketing, content creation, and community engagement, while helping the organisation raise awareness, engage supporters, and drive fundraising initiatives.

This internship is ideal for someone who is passionate about social media, digital storytelling, and making a positive impact through charity work. It's perfect for students or recent graduates looking to gain hands-on experience in digital marketing, content creation, and community engagement within an international nonprofit environment.

The role suits creative, proactive individuals who enjoy working in a fast-paced team, are eager to learn, and want to see the real-world impact of their work in fundraising and awareness campaigns.

## RESPONSIBILITIES

### Content Creation & Management

- Assist in developing engaging content (graphics, images, videos, captions) for social media platforms, including Instagram, LinkedIn, and TikTok
- Schedule and post content according to the social media calendar, ensuring consistent branding and messaging
- Assist in writing copy for campaigns, newsletters, and online posts

### Community Engagement & Monitoring

- Monitor social media channels for engagement, respond to comments/messages under guidance, and escalate issues when needed
- Track trends, hashtags, and relevant content in the charity/fundraising space to inform content ideas
- Support the Marketing team in growing follower base and online engagement

### Campaign & Event Support

- Assist in promoting fundraising campaigns, events, and initiatives online
- Support the live coverage of events across social media platforms
- Help create reports on campaign performance, engagement metrics, and social media analytics

### Administrative & Operational Support

- Help maintain and organise digital content libraries
- Assist with scheduling tools and analytics reporting

- Support other Marketing projects as needed

### **WORKING RELATIONSHIPS**

- Reports to the Marketing Coordinator
- Collaborates with the Fundraising & Partnerships team to align campaigns with fundraising initiatives
- Works with the Programmes teams to source stories and content
- Coordinates with Admin and Operations teams to support events and communications
- Engages with followers, supporters, and online communities across social media platforms
- Liaises with media partners, influencers, and volunteers to amplify campaigns

### **IDEAL EXPERIENCE, SKILLS & PERSONAL ATTRIBUTES**

- Studying or recently graduated in Marketing, Communications, Digital Media, or related field
- Strong written and verbal communication skills
- Basic understanding of social media platforms, trends, and analytics tools
- Creative mindset with an eye for visual design and storytelling
- Proactive, organised, and able to work both independently and collaboratively

### **WORKING HOURS AND BENEFITS**

- Internship: 3–5 days per week, flexible schedule depending on study commitments
- Based in Dubai, with hybrid work possible depending on tasks
- Opportunity to gain hands-on experience in digital marketing, social media management, and nonprofit communications
- Mentorship and learning opportunities from an experienced Marketing team

We offer a supportive and collaborative working culture, with opportunities for professional growth and the chance to make a meaningful impact through our work.