



Social Media & Marketing Intern (volunteer position)

Location	Remote
Start date	As soon as possible
Duration	3 months
Requirements	Access to computer, good internet connection
Compensation	Unpaid
Working days	Mon - Thurs
Working hours	24 hours / week (Usual working hours 10am - 5pm)

About Acume

Acume is an ambitious UK tech startup bridging the huge divide between academics and professionals by making academic knowledge more accessible. It does this by facilitating dialogue between scholars and professionals, changing the format of academic papers, and with tailored recommendations.

We want to let professionals read the key insights of an academic paper in 10 minutes. As we believe the less time it takes, the more research will be used.

By making research fast to read and easy to access, we can increase the influence and use of academic research across policy and practice – leading to effective decisions and better results.

A core part of our mission is to support inclusion and diversity of academic research. Due to western structures and financial constraints, some scholars are not offered the same platforms as others. We want to change this. We want to ensure our search results always reflect balanced perspectives (local & international, female & male, young and old) to challenge confirmation bias and help to innovate the sector.

For more information visit: <https://www.acume.org>

About the role

The ideal candidate is passionate about our mission, a clear communicator and have some marketing knowledge.

We need to build brand awareness in order to engage academics and communicate the value of participating on our platform. The Social Media and Marketing Intern will achieve this in three ways.

The first is by managing our social media calendar. This includes coordinating with other team members to create, marketing our summaries, and potentially writing our own, in addition to reporting on what works, what doesn't. The main aim is to grow our follower numbers while staying true to our mission.

The second is contributing SEO blogs. In order to be found in google, we need to start writing valuable content aimed at the early career scholar. These blogs might include helpful tips to disseminate their research or the top ten ways they can improve their impact. Each blog would target a keyword from our list of scholars most searched terms.

And the final way is by managing an online community of academics. We have started to develop an online community of academics on linkedin, where academics passionate about driving impact can share tips and interesting content. But the group needs to be grown and facilitated. This includes inviting members to join the group and sharing interesting and relevant (mostly non-Acume) content to start conversations.

As we are a new startup, this role is relatively flexible. We are open to creative ideas and experimenting as long as it aligns with our values. We are looking for someone willing to contribute big ideas and have the initiative to make them happen.

The role is remote, but as we are based between the UK and the Netherlands, it is nice but not necessary for the candidate to be based in one of these locations too. The role will be mentored by Acume's editor, Phaedra Haringsma.

Key responsibilities

- Managing the social media content calendar and our social media platforms - planning and coordinating one piece of content a week
- Helping to create engaging content to post across our social media accounts - this involves writing content, coordinating with the rest of the team for their contributions, and posting content
- Staying informed of key issues for our target audience (both professionals in international affairs and development, and academics)
- Developing an SEO blog content for an academic audience
- Managing and growing our online community of academics
- Be an active member of our small team by contributing ideas, helping us to identify new partnership opportunities and helping to grow the platform

Selection Criteria

- Demonstrated interest in communications, marketing, and social media
- A real interest in our mission and knowledge of our target audience (both academics and professionals working across international affairs or development)



- A degree in a relevant field, ideally marketing, or a discipline related to international development or social science
- A strong written communicator
- Attention to detail, organisation and project-management skills are a must
- Prior experience within social media and marketing is a bonus

How to apply

To apply, please send your CV along with a cover letter that outlines your motivation for applying and how this internship can assist you with your future ambitions to Yasmine Finbow, CEO, Acume (y.finbow@acume.org). If you have any questions then please do not hesitate.