

Social Media and Communications Intern

RECRUITMENT PACK

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The Medical Schools Council

The Medical Schools Council (MSC) is the representative body for UK medical schools. The council is made of the heads of UK medical schools and meets in order to shape the future of medical education in the UK.

As well as the heads of medical schools, other groups meet under the auspices of the Medical Schools Council to provide expert opinion on particular areas of medical education and research. The Assessment Alliance is made of heads of assessment from member medical schools while the Selection Alliance is made of heads of selection. Leaders in education, research, fitness to practise and medical electives also meet.

Together these groups form a body of experts which is able to define policy, share best practice and run major national projects such as the Assessment Alliance's Question Bank. In this way, the Medical Schools Council allows for the collaborative shaping of strategy and initiatives at the UK level while preserving the autonomy of individual medical schools.

Mission

1. To be the authoritative voice of UK medical schools
2. To ensure the world-class quality of UK medical education
3. To be a global leader in medical assessment
4. To focus on equality, diversity and inclusivity, to enhance clinical leadership and develop leaders within medical schools
5. To maintain and build on the close relationship between universities and the National Health Service
6. To explore the public's needs of doctors and the changing role of the doctor in the future of healthcare
7. To promote clinical academic careers and the conduct of high-quality research in medical schools
8. To facilitate the transition between undergraduate and postgraduate environments
9. To support all aspects of medical schools' work and add real value for members
10. To provide a supportive network for medical school deans and their colleagues

MSC is a registered company and charity. It is supported by Universities UK as the parent company and adheres to UUK's policies around recruitment and staffing.

The Dental Schools Council

The Dental Schools Council is the representative body for dental schools across the UK and Ireland.

It is the authoritative voice of dental education in the UK and Ireland, engaging in representative and policy work on matters relating to dental education as a whole.

The Dental Schools Council works to maintain and improve quality in education, clinical training and research.

Aims of DSC

- To be a principal source for informed opinion and advice on all matters concerning dental education and research in dental schools in the United Kingdom and Ireland, on relations between dental schools, medical schools, the National Health Service and other clinical care providers, and on relations with university dental schools and faculties in other countries
- To work to maintain and improve quality in basic dental education, clinical dental training and dental research, and to facilitate sharing of experience
- To be the principal source for informed opinion and advice on all matters concerning the roles and functions of staff and honorary staff of dental schools
- To promote dental education and research through collaboration with appropriate stakeholders
- To serve as a point of reference for the media
- To promote equal opportunities in all aspects of dental education, research and training
- To consider such other matters as the Dental Schools Council shall direct

See more at www.dentalschoolscouncil.ac.uk

Role description

Post title: Social Media and Communications Intern

Responsible to: Senior Policy Officer

Salary: £24,000 (based on £27,728 FTE)

Hours: 29 hours a week (equivalent to 0.8FTE)

We are happy to accommodate flexible hours, within reason.

Term: Fixed contract to September 2026

Location: Home-based.

The intern will be invited to the London (Euston) office up to once a month (expenses will be paid).

The Team:

You will be part of the Outreach Team of the Medical and Dental Schools Council. The team leads our outreach programme, which includes work with young people, teachers, and careers advisers. In partnership with our member medical and dental schools we run summer schools and advise applicants (and those that support them) on applications and admissions to medicine and dentistry.

Job summary:

This is an exciting opportunity to join our team. We are looking for an intern to develop and administer our social media accounts and support our regular newsletters. We want to increase our social media presence and communications to ensure our audiences of teachers, careers advisers are well supported. The aim is that Year 8 to Year 13 school students are signposted to advice, information, and resources on applying to medical or dental school.

You will have the opportunity to develop new content, and build our audiences through TikTok, X, Facebook and Instagram. We want to grow our social media presence ensuring high levels of engagement.

Key responsibilities

- Driving research on current benchmark trends and audience preferences, ensuring our engagement responds as appropriate
- Designing and implementing our social media strategy to align with marketing goals
- Ensuring that the social media engagement is meeting the Key Performance Indicators as set by the team
- Generating, editing, publishing and sharing engaging content daily (e.g. original text, photos, videos and news)
- Monitor SEO and web traffic metrics
- Collaborate with other team members to ensure consistent messaging
- Communicate with followers, respond to queries in a timely manner and monitor customer reviews
- Oversee social media accounts' design (e.g. Timeline covers, profile pictures)
- Maintain our database of contacts and stakeholders, protecting these to comply with GDPR rules
- Suggest and implement new features to develop brand awareness, including promotions and competitions
- Stay up to date with current technologies and trends in social media, design tools and applications

Compliance and governance

- To take responsibility for own health and safety in line with UUK H&S policy and current legislation and undertake such responsibilities as they relate to any employees, volunteers or contractors for which the post is responsible.
- To ensure compliance with UUK's internal procedures and all external legal requirements.

Personal effectiveness

- To take responsibility as far as is practical for own personal development to ensure that personal knowledge and skills are updated to ensure effectiveness in meeting work objectives.

General

- To show respect to colleagues, external partners and stakeholders, and to understand and adhere to UUK's Equal Opportunity policy, UUK Staff Standards of Conduct, and UUK's organisational capabilities.
- To work collegially, and to support all the teams which the post has contact with, in achieving the organisation's objectives.
- Any other duties commensurate with the grade and level of responsibility of this post, for which the post holder has the necessary experience and/or training.
- This job description will be reviewed and amended in the light of changing professional demands. A job description is not a rigid or inflexible document but acts to provide guidelines to the duties expected while in post.

Person specification

Essential skills	Assessment
A degree (completed or undertaking) or equivalent experience working in higher education.	Application form
Creativity, be able to deliver creative content (text, image and video)	Application form, test, interview
Excellent IT skills, including the Microsoft suite and to be able to create video and graphic content	Application form, Interview
Be able to work in a team	Application form, Interview
Excellent copy writing skills	Application form, Test
Knowledge of online marketing channels	Application form, Interview
Be able to propose solutions and solve problems	Application form, Interview
Motivation to work independently to consistently deliver multiple pieces of high- quality work on time.	Application form, Interview
Experience of content management	Application form, Interview
Understanding of, and commitment to, equality, diversity and inclusion as set out in UUK's Equal Opportunity policy (see later).	Application form Interview

Owing to the nature of this position in working with children, any offer of employment with the Medical Schools Council will be subject to a satisfactory Enhanced DBS check. The cost of this will be covered by the Medical Schools Council.

Desirable skills	Assessed by
Experience or knowledge of widening participation to higher education	Application form/ Interview
Experience of generating social media for another organisation	Application form/ Interview
An understanding of higher education policy.	Application form/ Interview
Understanding of the healthcare sector	Application form, Interview

Working at the Medical and Dental Schools Councils: Benefits

If you care about higher education, its ability to transform people's lives and impact wider society, joining our team is a great opportunity. Universities play a huge part in our everyday lives, and we want to help them make even more of a difference.

Staff benefits

We offer many staff benefits that will support your wellbeing and happiness, including:

- 27 days annual leave plus 4 discretionary days plus bank holidays (pro-rata)
- season ticket loans after 6 months
- staff loans
- two pension schemes
- cycle scheme
- salary progression plans
- £45 contribution every two years towards eye tests and the purchase of glasses where required
- virtual medical care – 24-hour access to GP consultations.

Equality, diversity and inclusion

We want every member of staff to feel that they belong, can be themselves and that their opinion counts. We can only reach our ambitious goals with multi-skilled, multi-experienced teams. Different perspectives make our work better.

What unites us is a passion for higher education and the enthusiasm to spread the message about the positive impacts UK universities have on our society. We are committed to the equal treatment of all current and prospective employees and do not condone discrimination on the basis of age, disability, sex, sexual orientation, pregnancy and maternity, race or ethnicity, religion or belief, gender identity, or marriage and civil partnership. We aspire to have a diverse and inclusive workplace and strongly encourage suitably qualified applicants from a wide range of backgrounds to apply and join UUK.

An equal, inclusive and diverse place to work

Equality, diversity and inclusion help create new ideas and approaches to teaching, learning and research. With that in mind, we're building a culture where difference is valued. We're constantly evolving the programmes and tools that help all employees grow and manage rewarding careers.

TO FIND OUT MORE ABOUT EQUALITY, DIVERSITY AND INCLUSION AT UNIVERSITIES UK, [READ OUR INCLUSION AND DIVERSITY ACTION PLAN](#)

Staff engagement and wellbeing at work

Staff engagement

In our most recent staff survey we were awarded the Agenda Employee Engagement Award, this award recognises agenda clients in the not-for-profit sector, who have demonstrated high levels of employee engagement within their organisations.

Wellbeing at work

We care about the mental health and wellbeing of all our staff. Having open and honest conversations about mental health is important to us. Our commitment to staff wellbeing includes:

- Training some members of staff to become mental health first aiders so they are there for colleagues who need support and advice
- Following best practice and accredited with the Workplace Wellbeing Charter
- Raising awareness by recognising Mental Health Awareness Week with external speakers, opportunities to come together and talk and take part in activities
- Training for managers and all staff on mental health awareness
- Employee Assistance support helpline.

Our values and behaviours

Our Values	Our Behaviours
Staff wellbeing	We are: • Inclusive and diverse • Respectful and friendly • Supportive
Communication	We are: • Timely • Tailored • Engaging
Learning	We are: • Critically evaluating and developing • Sharing insight • Valuing creativity
Identity/Voice	Our identity and voice is: • Purposeful • Influential • Inspiring • Collaborative
Team	Our teams are: • Aligned to tasks • Harness diverse skill sets • Generous with sharing credit
Committed to getting things done	We encourage: • Taking responsibility • Focus on priorities • Exercising judgement in managing and time resources • High trust: High challenge

The Medical Schools
Council is the
representative body for
UK medical schools.

The Dental Schools
Council is the
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