

sandralexandra

Sandralexandra Content Creator Intern

Sandralexandra is a London based jewellery & homeware objects studio. We're looking for a Digital Content Creator Intern to help us create engaging visual content and grow the brand across our social media platforms.

Contract type: Internship. Undergraduate

Contract Length: 3 to 5 Months

Timings: Mon – Thursday. **(1-2 days a week)** From 9.30am-6pm. Flexible working location but you will need to come to the office to pick pieces.

Salary: Travel in London and Subsistence covered + extra compensation for work + monthly jewellery allowance

Reports to: Founder + Studio Coordinator

Start date: ASAP

Location: The Tay Building, NW10 3HA. London.

The role is suited to someone who is a creative thinker and avid social media user who can work independently, is adaptable and who will enjoy and thrive in the environment of an early-stage start-up and enjoy being in the thick of it.

Responsibilities

- Working with the founder & Studio Coordinator to develop our brand strategy into a consistent and engaging content plan to help promote and sell Sandralexandra across Instagram and Tik Tok.
- Create, shoot, film with phone and edit engaging content for Instagram Reels, TikTok (and occasionally organic content) that educates, entertains, and inspires our audience.
- Utilise digital platforms editing features and third-party editing tools to enhance video quality. Familiar with Capcut editing tool (or others) and the use of Apple product (Macbook, iPhone and iPad) are expected.
- Trend Analysis: Stay up-to-date with social media trends and viral challenges. Adapt content to incorporate relevant trends to maximize reach and engagement.
- Optimisation: Understand Instagram & TikTok's algorithm and work on optimizing content to increase visibility. Use relevant hashtags, captions, and engage with trending sounds and effects.

Skills

- Undergraduate Student
- Creative thinker and avid social media user
- Knowledge of Tik Tok and Instagram Reels
- Strong photographic, video and editing skills.
- Knowledge of creative tools such as Photoshop, InDesign and Illustrator (Adobe suite) is a plus.

For consideration, please submit your CV and cover letter to sandra@sandralexandra.com