

STEM Social Media Content Creator – 12-month Student Placement – The Engineering Equipment and Materials Users Association (EEMUA)

Salary	£15.28 per hour
Location	Working from home with potentially some face-to-face meetings in Central London
Job Type	12 months fixed-term full-time contract role
Category	Industry Placement
Sector	Marketing and Social Media
Job Ref	INT-LD
Deadline	11 June 2025

EEMUA

We are an international membership body, founded in 1950, for owners and operators of process plants, power stations and similar facilities – the *users* of engineering equipment and materials. Members also include those involved in design, procurement, maintenance and other plant lifecycle activities.

We are looking for an energetic, driven, Social Media Content Creator (Student) to join our organisation on a 12-Month Fixed Term Contract.

What's the role about?

As a Social Media Content Creator at EEMUA, you'll be responsible for creating and uploading content on all our social media channels. Ensuring that the content that goes out is engaging, inspiring and social - and most importantly, drives interest. Supporting the development of creative and impactful STEM (science, technology, engineering, and mathematics) campaigns aimed at 14–16-year-olds. Your strategic content creation will be instrumental in fostering a strong connection between students and engineering. Your input will help us craft compelling narratives that inspire, educate, and engage them, along with stakeholders, and others, ultimately driving awareness of engineering and its importance in our society.

What are we looking for

We're looking for creative and strategic thinkers who can craft compelling narratives and visually stunning content. You should have a deep understanding of social media platforms and analytics tools to measure and optimize our campaigns. We value individuals who are passionate about our mission and can bring fresh perspectives and innovative ideas to the role.

Who you are

- A current student who is enrolled in creative/social media
- Well adverse to different social channels and how to communicate with different cultures and communities
- Experience with social media platforms including Instagram, Tik Tok, YouTube, X and LinkedIn
- Excellent written and communication skills
- Experience using design tools like Canva for content creation.
- IT literacy – ability to use MS Office programs to a basic level and understanding
- An interest in engineering
- Decision making and problem-solving skills, dynamism and sense of initiative and aptitude for teamwork
- Fluent in English (written and spoken).
- Excellent attention to detail.

Key Roles & Responsibilities

- Staying up to date with important international STEM events
- Propose and deliver new ideas/concepts for social media content
- Support filling in content planning sheet throughout the week
- Planning and creating posts for our social media
- Pull together strong imagery for postings
- Engage with audiences by responding to comments, messages, and trends in a timely and brand-appropriate way.
- Develop and execute content ideas in partnership with members and colleagues.
- Assist in tracking and reporting key social media performance metrics, providing insights to optimise content and engagement.
- Support the setup and monitoring of paid social campaigns, with opportunities to develop skills in paid media strategy.
- Reach out to schools, local councils and STEM Ambassadors to explore collaboration opportunities.
- Identify trends and potential opportunities for podcasts and content.
- Participate in team meetings and contribute ideas for improving strategies.

Experience & Skills

Desirable:

- An additional language to English will be considered a strong plus
- Some branding and communication strategy skills
- Basic analytical and data interpretation skills

What we offer you

- Fixed term contract 12 months
- 29 days holiday plus bank holidays
- Employer's pension contribution of 7.5% of salary (employee must contribute 0.5%) (after 3 months qualifying period)
- Death in Service (after 3 months qualifying period and subject to age restriction set by insurers)

Interested in joining EEMUA, being part of a global organisation who truly value their members, stakeholders and encourage development and progression? If yes, please send us your CV and a cover letter to Deovonne Ferreira at membership@eemua.org by the **11 June deadline**.

Interviews will commence end of June with starting dates being in August.

Shortlisted candidates will be invited to complete a brief social media task to showcase their skills.

Reporting

This role reports into the Head of Membership, who oversees the STEM activity.