

Graphic Design/Content Creation Intern (Find a Solution 2024)

This internship is part of the Find a Solution programme which brings together current students and local Third Sector organisations to tackle issues of strategic importance through projects that will have a lasting impact.

The role will be for a total of 160 hours, to be worked flexibly between June and August (to be discussed with successful candidate). The role is only open to UG 2nd year and above/all PG students from the College of Arts & Humanities.

You will work 10–5pm, 3 days per week for a total of 8 weeks (exact dates to be discussed).

About Us

The Alasdair Gray Archive is a free, public resource which was established in March 2020 after Alasdair Gray's death in late 2019 by his friend & former gallerist Sorcha Dallas. We are a Scottish Charitable Incorporated Organisation (SCIO) with the registration number 052417 and fundraise to deliver our program of activities. We are based at The Whisky Bond, a well visited location for Alasdair near the canal. Our collection contains many sketches & passages where Alasdair used the landscape around us as a source of inspiration within his work.

About the role

We are looking for a motivated and creative Graphic Design/Content Creation intern to help us continue our exciting digital transformation work. You will join a small team, assisting in creating visual content for social media, websites, events and projects that expands The Alasdair Gray Archive's audience development objectives.

Duties will include assisting with photo/video/audio editing, image creation, design (In Design/ Photoshop or similar systems), managing files and a variety of content design for various platforms. This is an exciting time to join The Alasdair Gray Archive as we are extending our collection and footprint. Our organisation was born in the midst of the

global pandemic so digital has been our main source for community building, this role will help us futureproof this by creating visual campaigns and content that will help us deliver our projects and develop our Organisational Strategy.

We're looking for someone that's passionate about helping us achieve this and has the skills & enthusiasm to work collaboratively and in an open way.

Benefits include:

- Mouldable outcomes; shaping these outcomes together
- Collaborative learning; sharing and learning from others that are connected via our Gray network
- Professional and personal development
- Extended network
- Creative development; an opportunity to creatively explore new and existing content, design campaigns and explore creative ways of sharing this publicly

Main Duties:

- Lead on the creation and design of digital content to tell compelling stories about AGA, our partners and extended community, this would include: editing photos, creating illustrations, logo and branding design, simple animations, video/audio editing, graphics for the web and social media, interactive design
- Design promotional materials, annual reports, newsletters and HTML emails, manage the website presence and functions
- To help create a promotional plan for sharing content and projects for 2024/25
- Champion digital innovation and experimentation within the organisation
- Liaise with agreed internal and external teams to ensure digital marketing tactics are delivered (when required)
- Monitor and record analytics and use this data to inform future content

- To enhance the organisation's profile, increasing and diversifying its audiences, driving engagement plus donations & sales, delivering digital content
- Manage website presence and functions

What makes this internship stand out? (training, benefits etc)

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Length of Internship (in weeks)

8

Starting month

June

Paid or voluntary

Paid

Is the internship part-time or full-time?

Part time

For part-time roles, how many hours will the student work per week?

160 hours total

Registered charity?

Yes

Charity Number:

SC052417

Required Year Group

- Undergraduate 2nd year
- Undergraduate 3rd year
- Undergraduate 4th year
- Undergraduate 5th year
- Postgraduate taught
- Postgraduate researcher

Targeted College

College of Arts

Required Degree Discipline

Any from College of Arts & Humanities

The essential criteria for the role are

E1. Knowledge of In Design, Photoshop or similar required

E2. Content creation and editing skills (detail what programmes/software you have used)

E3. Excellent interpersonal skills

E4. Strong project co-ordination skills

E5. Excellent communication skills

E6. Experience of creating engaging and compelling content in a variety of formats

The desirable criteria for the role are

D1. Copywriting experience

D2. Understanding of and /or interest in the creative landscape in Glasgow and beyond
