



Work Experience Opportunity – Social Media and Media Events Assistant

Location: Virtual, with opportunities to attend track days and racing events.

Type: Voluntary, unpaid work experience.

Duration: Flexible, tailored to suit your availability and our race calendar.

About Alpha 7 Motorsport: We are a championship-winning team specialising in Caterham racing. Known for our first-class services and friendly team atmosphere, we deliver outstanding support for drivers on and off the track. This is a unique opportunity to gain hands-on experience with a high-performing motorsport team, developing skills in social media and event management within a dynamic and fast-paced environment.

Role Overview: We are seeking a motivated and creative individual(s) to support Alpha 7 Motorsport with social media content creation and media coordination. This role is ideal for someone looking to gain valuable experience in motorsport marketing, social media management, and live event coverage. Working alongside our professional team members, you'll contribute to our online presence and help showcase the exciting world of motorsport.

Key Responsibilities

Social Media Management:

- Work with team members to create, schedule, and post engaging content across platforms (e.g., X, Instagram, Facebook, LinkedIn).
- Assist in developing creative campaigns, including visuals, captions, and stories.

Content Creation:

- Capture photos and videos at track events, showcasing the team, cars, and behind-the-scenes action.
- Edit and prepare content for use on social media platforms.
- Draft blogs or articles highlighting key events, driver achievements, and team milestones.

Event Support:

- Attend selected track days/ race events to assist with live coverage and media coordination.
- Support team members in setting up and capturing media moments, such as interviews or sponsor interactions.
- Collaborate with drivers and team personnel to ensure all media needs are met.

General Support:

- Assist with brainstorming and planning social media campaigns aligned with the team's objectives.
- Analyse social media metrics to provide insights for improving engagement.

- Support the organisation of media-related tasks for track days, including press packs or schedules.

Requirements

Skills

- Strong written and verbal communication.
- Basic photography and video editing skills (experience with editing software is a plus).
- Familiarity with social media platforms and current trends.

Attributes

- Passion for motorsport and digital media.
- A proactive and creative mindset.
- Willingness to learn and work collaboratively in a team.
- Flexible and able to adapt to a fast-paced environment.

Practical

- Access to a computer and reliable internet connection for virtual work.
- Availability to attend track days and events (dates and locations will be shared in advance). There may be an opportunity to support remotely where travel is challenging.

What You'll Gain

- Hands-on experience in motorsport social media and event marketing.
- Insight into the workings of a championship-winning race team.
- Opportunities to build a professional portfolio showcasing your work.
- Networking opportunities with industry professionals and team members.
- A glowing reference for future roles or academic applications.

How to Apply

To express your interest in this opportunity, please email amanda@alpha7.co.uk with the subject: **“Alpha 7 – Social Media Work Experience”**

In your email, please include your answers to the following questions:

1. Why do you feel this opportunity would be beneficial to you?
2. What skills or experience do you already have that would help you in this role?
3. What do you hope to contribute and achieve during this work experience placement?
4. If you have an online portfolio of your media work, please provide a link. If you do not currently have a portfolio of work because you are just starting, don't worry, this is a great opportunity to develop it!

We are currently accepting applications from Friday 29th November to **Monday 6th January**. Successful applicants will be contacted with further details. Applications may reopen later in the year based on availability.

Join Alpha 7 Motorsport and experience the excitement and teamwork of championship racing!

We look forward to hearing from you!

Amanda Anderson

www.linkedin.com/in/amanda-anderson-0b046b59/

www.facebook.com/Alpha7Motorsport