

## Marketing Internships (Multiple Positions Available)

(Fixed-Term for up to 12 months)

REQ200342

These vacancies are only available to recent Loughborough University graduates and those graduating this academic year (Expected July 2020) OR current students at Loughborough University looking to undertake a Placement Year or Internship. Students requiring sponsorship are not eligible to apply for these positions.

**As part of the University's ongoing commitment to redeployment, please note that this vacancy may be withdrawn at any stage of the recruitment process if a suitable redeployee is identified.**

### Job Description

**Job Grade:** Administrative Services Grade 3 (Intern)

#### Job Purpose

We're looking for talented, budding marketers to join our award-winning team. Our graduate internships are varied roles and offer the opportunity to specialise in a key area of our department. Positions could be available in digital media, student recruitment, academic school marketing and alumni engagement.

You will work closely with the relevant Marketing Officer/Student Recruitment Officer and other marketing colleagues to identify opportunities to raise the University's profile. You will use your personal experience of Loughborough and your individual knowledge and skills to deliver engaging marketing and engagement campaigns. You will need to be highly organised and have a natural ability to connect with people at all levels.

The successful candidates will gain valuable experience of working for a UK top 10 university, and will become part of a fast-paced, motivated team of individuals who go above and beyond to deliver stand-out marketing and advancement activities.

Hear from our current interns about their experience:

<https://www.lboro.ac.uk/join-us/intern-opportunities/>

### Job Duties

#### Web and Digital Intern

- Take a lead role with the ongoing development and maintenance of the myLboro app, using analytics to monitor performance, managing role profiles and content
- Support with web projects by carrying out audits, developing and populating content using the CMS, sourcing and resizing imagery and ensuring content is optimised
- Assist with the day to day generation of new and engaging content for the University's main social media channels. Using analytics and social media monitoring tools to collate data as appropriate
- Work with the Video Production team to create engaging video content, support with editing and subtitling and promotion across digital platforms
- Support the development of content for other digital platforms including display screens and marketing emails
- Ensure consistency of message and brand voice across all platforms

#### Alumni Engagement

- Assist with the delivery of engagement activities and communications across a wide range of stakeholder groups

- Be the primary point of contact for alumni and undertake day to day administrative support for the University's engagement activities, particularly in relation to alumni database records
- Help develop collateral, mailings, routine correspondence and follow up material
- Actively contribute to finding 'lost' alumni and ensure data is recorded accurately
- Support the organisation and running of events

### **Schools Marketing**

- Help plan, co-ordinate and deliver marketing collateral and activities for the School in line with the University's corporate brand
- Develop compelling copy for on and offline channels including social media, campaigns and for the undergraduate and postgraduate prospectuses
- Prepare design briefs and coordinate photo and video shoots
- Work collaboratively to create a strong digital presence that promotes staff research, enterprise activity and the academic programmes
- Produce engaging digital content for the School that can be shared across social media
- Maintain the School website, ensuring relevant information is created, added and kept up to date

### **Recruitment Marketing**

- Liaise with students, staff and external contacts to create engaging and dynamic content for Loughborough University and Loughborough University London social media channels
- Use the University's content management system to develop new content for the UG and PG online prospectuses as well as the International and Loughborough University London websites
- Update and enhance the University's profile on third-party study sites and online forums such as The Student Room, Student Crowd, Prospects, Hotcourses and FindaMasters
- Create a bi-monthly newsletter for Loughborough University London applicants, current students and staff by collating the latest news, announcements and offers on campus and in the local area
- Liaise with student ambassadors to create insightful and engaging content for Loughborough University and Loughborough University London blogs
- Support the delivery of open events and study fairs, situated on campus, across the UK and in Europe
- Manage and respond to enquiries sent to Undergraduate and Postgraduate recruitment email accounts
- Support wider undergraduate and postgraduate marketing initiatives as required
- Position is based in Loughborough with occasional travel to London (2-3 days per month)

### **Student Recruitment**

- Represent the University at UCAS, HE and careers fairs across the country to raise awareness of Loughborough in the external market place and to generate applications from well-qualified students
- Create and deliver presentations to prospective students and their advisers about researching and applying to university as well as studying at Loughborough
- Provide support for a wide range of recruitment and outreach initiatives, both on and off campus, that raise awareness of HE and/or enrich understanding of a specific subject area
- Evaluate and review events/activities to ensure they are in line with the University's strategy
- This role will involve a significant amount of out of hours and remote working and requires a full licence to drive in the UK

## **Summary of responsibilities**

Duties	Digital Media	Engagement	Schools Marketing	Recruitment Marketing	Student Recruitment
Work closely with relevant Marketing/Student Recruitment Officers	✓	✓	✓	✓	✓
Identify opportunities to raise Loughborough's profile	✓		✓	✓	✓
Create engaging content and copywriting	✓	✓	✓	✓	
Provide support for various marketing projects (on and offline)		✓	✓	✓	✓
Support social media activity and scheduling	✓	✓	✓	✓	✓
Use analytics and social monitoring tools	✓		✓	✓	
Update and maintain online content using the web content management system	✓	✓	✓	✓	
Prepare and send CRM emails			✓	✓	
Event support		✓	✓	✓	✓
Monitor and respond to enquiries		✓	✓	✓	✓
Find 'lost' alumni and accurately record information		✓			
Represent the University at school/college events across the UK				✓	✓
Create and deliver presentations					✓
Develop and maintain strong working relationships	✓	✓	✓	✓	✓
Measure and evaluate the success of initiatives	✓	✓	✓	✓	✓
Administrative support	✓	✓	✓	✓	✓
Undertake any other duties appropriate to the post	✓	✓	✓	✓	✓
May involve some out of office hours	✓	✓	✓	✓	✓
Full licence to drive in the UK					✓

### Points To Note

The purpose of this job description is to indicate the general level of duties and responsibility of the post. The detailed duties may vary from time to time without changing the general character or level of responsibility entailed.

Due to the current situation with the global pandemic we may not appoint to all these positions at this time.

### Special Conditions

These posts are likely to involve some out of office hours working e.g. weekends and evenings.

All staff have a statutory responsibility to take reasonable care of themselves, others and the environment and to prevent harm by their acts or omissions. All staff are therefore required to adhere to the University's Health, Safety and Environmental Policy & Procedures.

All staff should hold a duty and commitment to observing the University's Equality & Diversity policy and procedures at all times. Duties must be carried out in accordance with relevant Equality & Diversity legislation and University policies/procedures.

Successful completion of probation will be dependent on attendance at the University's mandatory courses which include Respecting Diversity and, where appropriate, Recruitment and Selection.

## Person Specification

Your application will be reviewed against the essential and desirable criteria listed below. Applicants are strongly advised to explicitly state and evidence how they meet each of the essential (and desirable) criteria in their application, as well as indicate their preferred role(s) from the list above.

Stages of assessment are as follows:

- 1 – Application
- 2 – Test/Assessment Centre/Presentation
- 3 – Interview

### Essential Criteria

Area	Criteria	Stage
Experience	Work experience (either paid or voluntary)	1,3
Skills and abilities	Knowledge of marketing principles and techniques	1,3
	Excellent attention to detail	1,2,3
	Excellent communication skills, with ability to write clear and concise copy	1,2,3
	Excellent IT skills to include Word, Excel and PowerPoint	1,2,3
	Knowledge of online and digital communication	1,3
	Able to adapt communication style to the situation and audience	1,2,3
	Excellent time management skills including proven ability to plan and organise workload as well as work in a team	1,2,3
	Ability to prioritise workload, use initiative and manage deadlines under minimum supervision	1,2,3
Training	Demonstrate evidence of having undertaken further training	3
	Show a willingness to undertake further training and to adopt new procedures as and when required	3
Qualifications	A degree from Loughborough University (completed or ongoing if part B student)	1
Other	Commitment to observing the University's Equal Opportunities policy at all times	1,3

### Desirable Criteria

Area	Criteria	Stage
Experience	Experience of creating marketing materials including web content	1,3

## Conditions of Service

Each position associated with this campaign is **full-time** and **fixed-term** for up to 12 months. Salary will be on Administrative Services Grade 3 (intern), £18,009 per annum at starting salary to be confirmed on offer of appointment.

The appointment will be subject to the University's normal Terms and Conditions of Employment for staff grades 1 – 5, details of which can be found [here](#).

The University is committed to enabling staff to maintain a healthy work-home balance and has a number of family-friendly policies which can be found [here](#).

The University offers a wide range of employee benefits which can be found [here](#).

We also offer an on-campus nursery with subsidised places, subsidised places at local holiday clubs and a childcare voucher scheme (further details are available at: <http://www.lboro.ac.uk/services/hr/a-z/childcare-information---page.html>)

In addition, the University is supportive, wherever possible, of flexible working arrangements.

We also strive to create a culture that supports equality and celebrates diversity throughout the campus. The University holds a Bronze Athena SWAN award which recognises the importance of support for women at all stages of their academic career. For further information on Athena SWAN see <http://www.lboro.ac.uk/services/hr/athena-swan/>