**Job Description**

*(This is a description of the job as it is as present constituted. It may be necessary, from time to time, to update job descriptions to ensure that they relate to the job as then being performed. Therefore, management reserve the right to make changes to your job description, commensurate with your grade/level in the organisation, after consultation with you).*

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| **Post Title:** | **Internship (multiple roles)** |
| **Post Reference:** |  |
| **Reports to** | **Various** |
| **Department** | **Marketing & Engagement** |
| **Grade** |  |
| **Contract** | **Permanent, Full Time** |
| **Location** | **Bede Campus, Sunderland College (travel to other campuses may be required)** |

### OVERALL PURPOSE

* To assist with the development and implementation of campaigns and activities to support of EPNE’s marketing and communications strategy.

### To be a proactive member of the wider directorate.

### ROLES DUTIES AND RESPONSIBILITIES

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| **Digital Campaigns and Web Development**   * Assisting lead web developer in maintaining Sunderland College, Northumberland College, Hartlepool Sixth Form and EPNEs websites. * Assisting leading digital officers in making regular updates and changes to the front end of the website. * Regular upkeep of content management systems (CMS) for college websites, improving SEO performance including adding meta description and image tags to most frequently viewed pages and images, and providing progress updates. * Monthly reporting on department financial and budget records.   **Digital Communications & Insights (CRM)**   * To assist in the design, development, and implementation of multi-channel communications campaigns, including email, SMS, and telecentre to drive lead nurturing and conversion from enquiry to application and application to enrolment. * Ability to be creative in generating ideas and developing marketing content, themes and collateral. * Innovate, maintain, and develop data capture and workflows across 4 major websites to drive event bookings, lead capture and maximise recruitment and engagement opportunities within our CRM system. * Assist with data management, manipulation, analysis, and segmentation. * Assist in the preparation of statistical reports on campaign performance. * Provide support to gather, analyse and interpret market research findings for a variety of insight projects.   **Communications & Content**   * To assist in the creation of in-house content for distribution across multiple channels, including copywriting, video production and photography. * Support the Content Creator with recording, repurposing, and editing video content to be used on group and college digital channels (social media and website). Experience using videography equipment and software such as Adobe Premier is desirable, but training will be given. * Create producing marketing collateral such as graphics and publications to support the Graphic Design function. Adobe Photoshop/InDesign experience desirable but training will be given. * Develop written content which is SEO optimised to improve organic engagement. * Produce copy for multiple channels (websites, social media, and print).   **General Marketing responsibilities**   * Assist with key deliverables of the marketing plan, in conjunction with the aligned Coordinator or relevant Marketing Manager. * Assist in the preparation of desk research, statistical reports and analysis of data. * Provide general administrative assistance as required including database management, diary management and note taking. (Microsoft Word and Excel experience and knowledge essential)   **General duties and responsibilities**   * Work effectively as part of a team. Develop a collaborative approach to work, working across teams and recognise where area of responsibility connects with and impacts other area to deliver an integrated activity. * Have a positive approach to problem solving and new initiatives. Respond positively to feedback to strive for continuous improvement. * Be organised, responsible and flexible in your approach to work. * Be target driven, regularly review performance of area of work and use data to inform decision making. * Represent Marketing & Engagement positively across EPNE and to external stakeholders. Develop and maintain good relationships. * Be proactive in developing skills and knowledge. |

### KEY ACCOUNTABILITIES

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| * Take appropriate responsibility for PREVENT and the safeguarding and promotion of the welfare of children and/or vulnerable adults. * Uphold British Values, the college values and responsibilities with regard to equality and diversity. * Understand and adhere to college Health and Safety policies and guidelines ensuring compliance with statutory legislation. * Any other duties commensurate with the grade and status of the post. |

|  | | | | **ASSESSMENT METHOD** | | | |
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| **PERSON SPECIFICATION** | **Essential** | **Desirable** |  | **Certificate** | **Application Documents** | **Reference** | **Selection Process** |
| **Qualifications** |  |  |  |  |  |  |  |
| You will be studying a degree and be in an appropriate year for a placement | « |  |  | « |  |  |  |
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| **Experience** |  |  |  |  |  |  |  |
| Good project management skills | « |  |  |  | « | « | « |
| An understanding of the principles of marketing | « |  |  |  | « | « | « |
| **Skills and Understanding** |  |  |  |  |  |  |  |
| Excellent organisational experience | « |  |  |  | « |  | « |
| Strong interpersonal, verbal and written communication skills. | « |  |  |  | « | « | « |
| Experience of website updating using a content management system |  | « |  |  |  |  |  |
| Experience of developing content and designing collateral | « |  |  |  | « |  | « |
| Good IT skills including Microsoft Outlook, Word, Excel and Access |  |  |  |  |  |  |  |
| Knowledge of Adobe products including Photoshop and desktop publishing | « |  |  |  | « | « | « |
| Attention to detail | « |  |  |  | « |  | « |
| Ability to work on own initiative and to meet deadlines |  |  |  |  | « |  | « |
|  |  |  |  |  |  |  |  |
| **Personal Attributes** |  |  |  |  |  |  |  |
| Suitable to work with children and young people | « |  |  | «Criminal records check via DBS | « | « | « |
| Energy, urgency and drive to be successful. | « |  |  |  |  |  |  |
| Motivated, dynamic and drive to be successful | « |  |  |  |  |  | « |
| Full driving licence and access to own car |  | « |  | « |  |  |  |
| To take appropriate responsibility for PREVENT and the safeguarding and promotion of the welfare of children and/or vulnerable adults. | « |  |  |  | « |  | « |
| To uphold British Values, the college values and responsibilities with regard to equality and diversity. | « |  |  |  | « |  | « |
| To understand and adhere to college Health and Safety policies and guidelines ensuring compliance with statutory legislation. | « |  |  |  | « |  |  |