

MARKETING INTERN

Introduction

Concord College is England's premier international boarding college providing GCSE and A Level courses.—Set in 77 acres of Shropshire parkland, the College combines outstanding facilities with first-rate academic performance. The College is regularly rated in the top 20 schools in the UK. We also run our own residential summer course programme during the months of July and August. Students are cared for by dedicated staff in a safe and beautiful environment.

Concord College is committed to safeguarding and promoting the welfare of children and young people and expects all staff to share this commitment. Child protection screening is undertaken which includes checks with past employers and the Disclosure and Barring Service.

Purpose of the role

The post holder will be working closely with the Marketing Director and the Alumni Officer to update and edit the main school and alumni website, manage social media channels such as Facebook and Twitter and lead on a number of writing pieces from website news stories to e-newsletters. Over the course of a year the post holder will gain valuable marketing skills and experience.

Key responsibilities include:

News Stories

- placing main school news stories provided by the Marketing Director onto the main website and if appropriate replicating on the alumni website;
- taking news story content provided by the Alumni Officer to create new news stories on the alumni website;
- using Facebook to source news story content for the alumni website.

Social Media

- daily checking of the main school social media channels and responding to any enquiries.

Data

- working with the Alumni Officer to find lost alumni and sign them up to the Alumni Network using email marketing, Facebook, LinkedIn and more .

School Tours

- showing visiting alumni around the school;
- interviewing visiting alumni to create news stories for the alumni website;
- communicating stories to alumni and visitors using email and social media marketing.

Other Duties

- carrying out any other administration duties such as photocopying, scanning, filing as directed.

The above list is not exhaustive and the College reserves the right to vary or amend the duties and responsibilities of the post holder at any time according to the needs of the College.

Skills and experience:

- effective communication skills, both written and verbal
- ability to deal with a wide range of people in an appropriate manner
- ability to prioritise workload and work well under pressure to strict deadlines
- good telephone manner
- accuracy and good attention to detail
- computer literate with good IT skills
- knowledge of social media channels
- being a Concord alumnus (desirable)
- a pro-active approach

Personal attributes:

- well-presented with the ability to represent the College in a professional manner
- team player with the ability to establish and maintain effective working relationships
- ability to communicate effectively
- tact and diplomacy
- ability to use own initiative
- flexibility

Skills and experience to be gained:

- using a website management system
- copy editing/reading/writing/sourcing images
- re-sizing photos
- how a business page looks and runs on Facebook
- customer relations
- networking
- email marketing
- use of social media
- meeting and greeting prospective students and their families
- communication
- interviewing techniques
- photography

Remuneration

Age related minimum wage

Lunch will be provided in the dining room at no charge, whilst the kitchen is in operation.

Working hours

9.00am to 5.00pm Monday to Friday with one hour for lunch (total 35 hours per week).

Term time only

Fixed term contract - 1 September 2017 – 30 June 2018

A degree of flexibility will be required and additional hours may be necessary from time to time as workload demands.

Holiday entitlement

Pro rata 5.6 working weeks per annum, including public holidays. Due to the nature of the business, some public holidays are classed as normal working days. Holidays to be taken during school holiday periods.

BMB-D/NF May 2017