

# Job Description

<b>Post title:</b>	Digital Marketing Intern
<b>Responsible to:</b>	Senior Marketing Coordinator
<b>Salary:</b>	AoC 15-18 - £19,758 – £21,501 per annum
<b>Hours:</b>	Full time 35 hours per week (Fixed Term – 12 months)

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## Purpose of Job:

Digital Marketing Graduate Intern is responsible for the promotion and advertisements of WMC College courses, products and services to their intended target group to achieve enrolment and income targets

The intern has a shared responsibility to effectively market the college using digital channels to support student recruitment in all segments of the business.

We are looking for an eager marketer to help create engaging digital and print content that represents the College in line with the marketing strategy and strategic plan.

## Main Duties and Responsibilities:

- To oversee and maintain the content on the website – keeping content fresh, relevant and accurate.
- To oversee and manage all social media channels (Facebook, Twitter, LinkedIn, Instagram, and Snapchat), creating content for both paid and organic postings.
- To liaise with teams across the college to discover opportunities for content for social media and PR.
- To monitoring performance of content and activity on social media channels (including organic and paid advertising campaigns).
- To monitor and review Google Analytics and provide input to management reports
- To create engaging PowerPoints for use by college staff
- To manage the image library in a professional and efficient way maintaining integrity of images and ensuring permissions in place
- To undertake in-house photography for events and social media activity.
- To produce videos for use on social media and website.
- To work collaboratively with the events team to ensure strong events promotion
- To assist with all marketing campaigns, including mailshots, email marketing, social media and e-newsletters and events.
- To create design content for digital and print media including internal posters and flyers as well as online channels.
- To liaise with external agencies on design, PR and web development.
- To create engaging and impactful email campaigns.
- To assist in the design of email surveys.
- To actively support all marketing events as required.
- To adhere to the college brand guidelines and ensure brand integrity across all activities.
- To ensure content is accurate and appropriate to reflect the college brand and reputation in the community

- To ensure signage, wayfinding and college noticeboards and digital display screens are up to date and relevant
- To promote and implement Equality and Diversity and Health and Safety within the division in line with College policy.
- To carry out duties pertinent to the scope of the post as directed by the Principal or other senior manager of the College.

#### **Other Duties and Responsibilities:**

To work outside of office hours as required to meet the needs of the college and the Marketing and communications role.

- To commit to ongoing professional development by undertaking job related training
- To contribute to the planning and development of the service as a member of the team
- To have a duty of care to yourself and others regarding Health and Safety issues and ensure that the College's Health & Safety Policies and Procedures are implemented
- To actively promote the College's Equality & Diversity policy, encouraging staff awareness and participation in all areas
- To actively promote the College's safeguarding policy and be aware of your responsibilities to report concerns
- To carry out duties pertinent to the scope of the post as directed by the Principal or other senior managers of the College
- Participate in the College staff development and appraisal review schemes
- Comply with and promote College health and safety policies and procedures
- Any other task reasonably requested of the postholder, compatible with the role.

The post involves working with young people and vulnerable adults and consequently is subject to a satisfactory enhanced disclosure check with the Disclosure and Barring Service (DBS)

The job description is accurate at June 2019 but is subject to change and development in line with the needs of the College

**Closing on the 16<sup>th</sup> July 2019**

**Interviews will take place on the 23<sup>rd</sup> and 24<sup>th</sup> of July 2019**

## PERSON SPECIFICATION

This person specification will be used in shortlisting and in interviewing to select the best candidate. You are therefore advised to address each aspect of the person specification in your written application.

		ESSENTIAL	DESIRABLE	LIKELY TO BE ASSESSED BY:  I – Interview AF – Application form T – Task
	<b>KNOWLEDGE</b>			
1	Commitment to Equality and Diversity, Safeguarding and Health and Safety	✓		AF, I
2	Knowledge of design software including Adobe Photoshop, InDesign and Illustrator	✓		AF, T
	<b>ABILITIES/SKILLS/EXPERIENCE</b>			
5	Experience of designing a variety of paper based and electronic marketing materials	✓		AF, T
6	Advanced IT skills including Excel, Word, Power Point and database management	✓		AF, T
7	Basic knowledge of HTML and CSS languages and content management systems		✓	AF, I
8	Excellent time management skills and the ability to organise and prioritise work demands to meet tight deadlines whilst maintaining accuracy.	✓		AF, I, T
9	The ability to work effectively as part of a team, share tasks and responsibilities with other members of the team and work on own initiative.	✓		AF, I
10	A good standard of written English and confident and effective oral communication skills.	✓		AF, T
11	Excellent customer service skills	✓		AF, I
	<b>QUALIFICATION</b>			
14	HND/Degree or equivalent qualification in a Creative, Media or a related subject.	✓		AF
15	Qualified to at least GCSE (level 2) in English and Maths or equivalent vocational qualifications.	✓		AF