

Job description

Date last reviewed: November 2017

Faculty/Directorate: Technology, Design and Environment

Title of post: Marketing and Communications Intern (Faculty of TDE)

Post number:

FT or % P/T: Full time

Permanent/Temporary: Fixed term until 31 August 2019

Principal location of work: Headington and Wheatley campuses

Immediate line manager: Faculty Marketing Manager

Staff managed: None

Qualifications required for post: A good undergraduate degree in a subject area related to marketing or publishing; well-developed IT skills.

Experience required for post: Able to prepare accurate material for a range of audiences and communication channels, planning and organising work to meet deadlines. An interest in video journalism would be an advantage.

Overall purpose of post: To assist with marketing activities in the Faculty of Technology, Design and Environment, including a wide range of general marketing duties and specific specialisms such as market research and digital media production.

Main duties:

1. To assist with the production of high quality content, harvesting and editing content for publication in a range of media including national and international press, internal and external newsletters and website news pages.
2. To assist in the development, planning and management of the Faculty events programme, including open days, recruitment events, careers fairs, conferences and trade shows.
3. To assist with digital content creation and social media development. To support photographic shoot and video creation, using technology and training supplied by the marketing team.
4. To assist with market research, data gathering, statistics and measurement of campaign effectiveness.
5. To assist with diary management, organisation and delivery of meetings, forums, and training events. To prepare agendas and minutes or action lists for these.
6. To participate in the work of the Faculty marketing team including, advertising, communications, presentations, data measurement and analysis, stock control, networking, and any other work appropriate to the role.
7. To facilitate awareness of the university's visual identity across all relevant media and platforms.
8. To liaise with staff in the Faculty and wider University and external clients by telephone, in person or in writing as appropriate.
9. To undertake any other duties commensurate with the grade and level of responsibility of this post, for which the post holder has the necessary experience and/or training.

Person Specification

Title of Post: Intern

Salary: £16,035 per annum

Specification	Essential	Desirable
1. Education/Training	<p>Good educational background, including GCSE passes in English and Maths or equivalent.</p> <p>Graduated/Expecting to graduate with a good degree in a related subject in winter 2017_18/summer 2018.</p>	
2. Relevant Experience	Evidence of prior work experience.	<p>Work experience in an administrative or office environment.</p> <p>Practical skills in a range of related subjects.</p>
3. Relevant Skills/Aptitudes	<p>Awareness and understanding of basic issues relating to the subject.</p> <p>Computer literate - experience of using Microsoft Office programmes.</p> <p>Excellent written and spoken communication skills.</p> <p>A high level of accuracy and attention to detail.</p> <p>Ability to organise and prioritise workload in a context of competing demands and working to deadlines.</p> <p>Ability to work independently and collaboratively within the team.</p>	<p>Interest in and aptitude for a related subject as a future career.</p> <p>Knowledge/experience of project management.</p>
4. Special Requirements	<p>Ability to show initiative and come up with new ideas and plans.</p> <p>A flexible and adaptable approach.</p>	Eager to learn new things and gain experience in related subject.
5. Other	Willing to undertake occasional work outside normal office hours.	

