

# INTERN DEVELOPMENT PLAN FOR TDE MARKETING

2018-19

TDE Marketing would like to offer a cross-specialism Marketing and Communications internship across advertising, administration, design and print, digital media, events, photography and video.

The Faculty of Technology, Design and Environment (TDE) is an exciting and diverse environment for staff and students. Our marketing team promotes our accredited courses; studios, galleries and workshops for students across the arts and architecture; cutting edge computing and digital media degrees; community projects in planning and urban design; competitive formula student team, industry standard autolab, high ranking stats in mathematics, industry links across the disciplines from publishing to real estate and our research-informed community of practitioners and experts.

The marketing team works across the faculty with offices at Headington and Wheatley, embedded alongside the five schools and departments we promote. We organize events, write news stories, create and commission a wide range of print and digital marketing materials and run advertising campaigns. Find out more about our faculty and our work by exploring our websites, starting at the faculty portal page [www.tde.brookes.ac.uk](http://www.tde.brookes.ac.uk)

## **TDE Marketing Internships**

As an intern in the TDE marketing team you will be part of an active and busy team with a wide range of projects and responsibilities. Marketing interns are immediately given real work and real responsibilities. As we teach you and you gain experience in your role you will be given increased levels of responsibility for your assigned roles which in previous internships has included running our social media channels, creating our alumni newsletters, market research and survey, creating layouts for print and commissioning designers, event management responsibilities, and video projects.

As you progress through your internship we will provide training in design and layout packages, social media publishing and measurement systems, electronic direct mail, video journalism, databases and campaign management and every other aspect of marketing. You will be included in all team meetings and learning opportunities and contribute to decision-making processes. Your managers will provide you with valuable critique, training recommendations and a friendly environment in which you can share your skills and request help and feedback.

We expect you to build up a portfolio of projects, examples and narratives of work so that you are well positioned to enter the professional marketing sector with strong examples of your responsibilities.

## Management and support

As a TDE marketing intern, you will benefit from the support of established members of the team during each of our specialisms. Interns will have allocated desks alongside a more senior and experienced member of the team who will be their operational manager. Interns will have once weekly 1:1s with your operational managers who will induct, teach and train you in different elements of the work of our team.

All TDE marketing interns are automatically included in team meetings, team building and training workshops and any group decision-making and operational planning activities. We all meet once a month in person for a discussion of current marketing priorities and progress reports and there are also virtual video conferenced team meetings every 2 weeks.

As you progress in your work and gain learning from your training you will be given increased levels of responsibilities and project leadership roles. There will also be opportunities for specialist development and training in marketing roles.

## TDE Marketing Specialisms

Our internships benefit from a wide range of marketing experience and expertise and will move through the focused specialisms in our team. Interns will also have other general marketing work and as their internship progresses can request additional training and development within a particular area of marketing.

- **Marketing and Communications (12 months, split site Headington and Wheatley Campus)**

<b>Job title</b>	<i>Marketing Intern</i>
<b>Location</b>	Split site Headington and Wheatley Campus
<b>Line Manager</b>	TDE Marketing Manager
<b>Operational Manager</b>	Named Marketing Officer
<b>General marketing duties</b>	Support a wide range of general marketing activities including advertising, design and print, event co-ordination, news and public relations, creating purchase orders and other financial processes, meetings, presenting and minute taking and any other duties commensurate with the post.
<b>Events</b>	Supporting open days and other recruitment events at Wheatley or Headington Gipsy Lane site
<b>Design and print work</b>	Producing materials such as the alumni/outreach newsletters, brochures and flyers to advertise Schools and Departments
<b>Market research</b>	Supervised by our Market Intelligence Officer  Conduct market research, work with google analytics and other measurement tools, measure campaign effectiveness, feed information back to team
<b>Digital media (social media, electronic direct mail, photography and video)</b>	Supervised by the Web and Digital Media Officer  Contribute to the work of the team in these areas through scheduling social media messaging, taking photography to be used in marketing materials, filming and editing videos, sending mass mail messages to potential students

<b>News and PR duties</b>	<b>News and PR</b> Collect news stories, write and edit for news channels, on a weekly basis.

### **Skills and learning**

You will gain skills in a wide range of marketing activity including but not limited to:

- Administration, raising purchase orders, stock tracking
- Event support, event preparation, supporting materials, stand decoration, customer support, management of student teams
- Measurement of success, market research and intelligence
- Digital marketing: electronic direct mail, social media

### **Training**

Interns will receive training via

- a) the Intern Development Programme
- b) ad hoc and on the job training from different members of the marketing team
- c) OCSLD training in-house through Brookes
- d) External training in marketing roles as recommended/requested/required

**Visit <https://www.brookes.ac.uk/tde/internships/> for more details**