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**Job title:** Marketing and Communications Intern

**Post number:** MK5071

**Reports to:** Internal Communications Manager

**Department:** Marketing and Communications

**Location:** Mithras House

**Grade:** Grade 3

**Purpose of the role**

This role is **an Internship**, open to **University of Brighton graduates** who are looking for entry to the job market and potentially to develop a career in marketing and communications.

Working for the University of Brighton is both challenging and rewarding. With five campuses, 22,000 students and 2,800 staff and academics, the university is a complex, multi-layered organisation.

The Marketing and Communications department comprises experts and professionals from across the marketing mix. This Intern role can potentially support any team in the department, with a particular emphasis on supporting internal and external communications work.

**Main areas of responsibility:**

* To assist the Internal Communications team with communication activities for current staff and students;
* Write and publish content for current staff and students on behalf of the University as requested, across a range of communication channels and platforms, in a style/tone that speaks to the audience and that also fits the particular brief (drawing on your recent experience of being a student where applicable);

	+ Write, build and distribute student emails and online content (from Dotmailer emails to intranet/website pages and blogging), in line with our communications planning;
	+ Gather statistics to measure effectiveness of communications and provide reporting;
	+ Provide in-house multimedia support for the Internal Communications team as required; for example creating short video clips using university equipment;
	+ Support the team to ensure that student communications activity is launched on the university’s social media channels. Monitor and report on activity;
	+ Assist the team to produce and launch marketing content for current students; for example assisting in the production and distribution of marketing campaign materials across our campuses (for example about the National Student Survey);
	+ To assist the Communications team with press and external communications activities;
	+ Access the team’s online media monitoring system and report on activity;
	+ Interview internal staff or external stakeholders as required; writing up in a format as requested by the team on a case-by-case basis;
	+ Write and publish content as required (across a range of communication channels and platforms); for example the drafting of press releases or articles for the university website;
	+ Provide in-house multimedia support for the Communications team as required; for example taking photographs using university equipment.
	+ Carry out desk research for any team on request and write presentations or reports. For example, researching a new communication tool/service or investigating how other universities are handling a particular issue.

**General responsibilities**

These are standard to all University of Brighton job descriptions.

* To undertake other duties appropriate to the grade and character of work as may be reasonably required, including specific duties of a similar or lesser grade.
* To adhere to the University’s Equality and Diversity Policy in all activities, and to actively promote equality of opportunity wherever possible.
* To be responsible for your own health and safety and that of your colleagues, in accordance with the Health and Safety at Work Act.
* To work in accordance with the Data Protection Act.

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The person specification focuses on the knowledge, qualifications, experience and skills (both general and technical) required to undertake the role effectively. Please ensure that your application demonstrates how you meet the essential criteria. You will be assessed by your completed application form (A), at interview (I) and in some instances through an exercise (E).

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| **Essential criteria**  |  | **A, I, E** |
| **Knowledge/skills** | * Awareness of Marketing and Communications practices and techniques (appropriate to the grade);
* Strong writing skills;
* Well-developed interpersonal skills;
* Articulate and able to present information clearly and concisely, both orally and in writing. Able to identify and adopt appropriate methods of communication that are fit for purpose for different audiences;
* Experience of ‘best practice use’ of (and interest in continuous professional development in) online publishing platforms such as WordPress or dotmailer, and social media such as Twitter and Facebook, to achieve corporate communication goals;
* Organisational ability to manage time effectively and meet deadlines;
* The ability to work proactively and to make recommendations for improvements based on communications evidence, whilst recognising when matters need to be referred to more senior managers.
 | **A****A, E****I****A****A****I****I** |
| **Qualifications** | * This post is **an Internship**, open to **University of Brighton graduates** who are looking for entry to the job market.
* Graduates will ideally have studied within one of the areas associated with Marketing and Communications. This might include (but is not limited to) English Language or Literature, Journalism, Business, Marketing, Media Production.
 | **A** |
| **Experience** | * Experience of planning and/or delivering a small scale marketing campaign; experience of influencing others to engage in a project or cause;
* Experience of giving presentations to small groups, perhaps as part of the degree course;
* Experience of report writing, including gathering evidence and making recommendations;
* Experience of writing/creating communications in different styles and formats for different audiences.
 | **A, I****E****A****E** |
| **Technical/work based skills** | * Able to use the full suite of Microsoft packages (Excel, Word, PowerPoint, Outlook);
* Experience of producing and editing simple video clips (for example interviewing people for vox-pops) and taking quality photographs;
* Comfortable with learning and using new technologies with the appropriate training support, for example publishing articles on content management systems and building emails on Dotmailer.
 | **E****E****A, I** |
| **Other requirements** | * Professional approach to work. Reliable and punctual;
* Flexible, cooperative, helpful and self-aware team player; collaborates well with others – including students and staff from all levels;
* Listens well and considers others’ needs and perspectives;
* Self-motivated and committed to continuous improvement;
* Systematic, efficient, meets agreed priorities and deadlines;
* Able to travel to other campuses for meetings as required; able to lift, carry and set up exhibition and presentation equipment, able to use display screen equipment extensively according to health and safety guidelines.
 | **A****I****I****I****I****I** |
| **Desirable** | * Interest in developing a professional career in marketing and communications.
 | **I** |

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* Any appointment is generally made at the bottom of the salary range for the grade dependent upon experience and previous salary.
* This is a full time post and is fixed term for one year, ideally starting in September.
* The University of Brighton welcomes job sharers. Job sharing is a way of working where two people share one full-time job, dividing the work, responsibilities, pay, holidays and other benefits between them proportionate to the hours each works, thereby increasing access to a wide range of jobs on a part-time basis. The advert for the post for which you are applying will indicate whether applications from job sharers can be considered (this may not be possible for a post that is already part time for example) and further information can be found on the ‘Balancing Working Life’ section here [Benefits and facilities](https://www.brighton.ac.uk/about-us/working-with-us/jobs/benefits-and-facilities.aspx).
* Annual leave entitlements are shown in the table below and increase after 5 years’ service. In addition, to the eight Bank Holidays, there are university discretionary days between Christmas and New Year. All leave, including bank holidays and discretionary days, is pro-rated for part time employees.

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| **Grades** | **Basic entitlement per year** | **Grades** | **After 5 years’ service** |
| 1-3 | 23 days | 1-3 | 28 days |
| 4-7 | 25 days | 4-7 | 30 days |
| 8-9 | 27 days | 8-9 | 30 days |
| Band 10 and above | 30 days | Band 10 and above | 30 days |

* More information about the department/school can be found here [Professional Services Departments](https://www.brighton.ac.uk/about-us/contact-us/professional-services-departments/index.aspx) or here [Academic departments (schools and colleges)](https://www.brighton.ac.uk/about-us/contact-us/academic-departments/index.aspx%22%20%5Co%20%22Academic%20departments)
* Read the University’s [2016 - 2021 Strategy](https://www.brighton.ac.uk/practical-wisdom/index.aspx)
* The University has an attractive range of benefits and you can find more information about them on our [website](https://www.brighton.ac.uk/about-us/working-with-us/jobs/benefits-and-facilities.aspx).

Date: March 2018