

Job Description

Job Title:	Marketing Intern – School of Health & Education
Reference:	MKG201
Faculty/Service:	Marketing
Campus:	Hendon
Reporting to:	Marketing Manager – School of Health & Education
Grade:	4
Salary:	£23,263 per annum
Period:	One-year fixed term

The role

Our School of Health and Education takes an innovative approach to developing highly skilled professionals working in education, interpreting and translation, nursing, midwifery, mental health and social work. Our goal is that all our students, whatever their background, achieve their full potential and make a difference in the world. Partnering with a variety of charitable, private and public sector organisations, we have a history of pioneering excellence that is recognised worldwide. Some of our provision is ranked among the best in London and our focus on the skills, knowledge and employability of our students is reflected in our high employability rates.

This is an exciting opportunity for a candidate seeking to develop their career in a dynamic marketing environment. We are looking for a Marketing Intern for the School of Health & Education, to join our large marketing and communications department to assist in the development of our subject and School-specific marketing, and to support in achieving recruitment targets.

Based in our award-winning Marketing, Recruitment and Communications department, the role will support the overriding goal of supporting recruitment and retention across the University. Working towards enhancing Middlesex University's reputation externally amongst key stakeholders, partners and influencers of prospective students and driving engagement with internal stakeholder groups, there has never been a more exciting time to join Middlesex.

This role will work closely with the Marketing Manager in order to ensure that the School and its subject areas are represented appropriately within corporate marketing and communications activities. The Marketing Intern, School of Health & Education will support relationships with the Faculty, whilst working closely with the Marketing Team in a large matrix structure.

Personality is as important as marketing experience; you'll be passionate about higher education, and should be an excellent communicator and listener, who is great with people. We are looking for someone who is creative, attentive to detail, and able to deliver under pressure.

Principal duties

Working towards delivering growth in income in terms of student recruitment at all levels, in addition to enhanced profile and reputation across the School of Health & Education. The post holder will support the Marketing Manager in the delivery of the School-specific marketing strategy to include:

Subject-specific marketing campaign assistance and support

- Supporting the creation of School-specific marketing materials across mediums including print and digital, working from initial scoping, evolving the project brief, and working across teams to completion
- Contributing to university-wide student recruitment and reputation campaigns and publications through ensuring the School and subjects areas are appropriately represented
- Supporting School-specific events through inputting into planning, liaison across teams, logistics support and the resourcing of merchandise, assistance for set-up and close-down, on-site support and evaluation
- Assisting with copywriting and proofreading for key marketing literature including prospectuses, flyers and online course pages, ensuring relevant to audience personas and embedding subject proof points
- Representing the University at internal and external events, such as Open Days and Applicant Days, including occasional out-of-hours work (for which time in lieu will be given)
- Ordering and distributing marketing merchandise for School-specific use at event, conferences and recruitment initiatives
- Sourcing images for use in key publications, considering appropriateness to subject area and relevance to audience
- Assisting with general maintenance and copy updates to key pages on the website, including course pages and departmental pages

Relationships

- Acting as a point of contact for academic School staff, triaging and acting on general marketing requests (ranging from development of new materials to the updating of existing content) and enquiries on service support provision
- Developing strong relationships with internal stakeholders to maximise a collaborative School/subject-specific marketing and student recruitment activity
- Supporting the School Marketing Manager in the sign-off process for key School-specific marketing communications created; including print and online, collaborating with internal contacts to ensure appropriateness to audience and buy-in across stakeholders
- Attending School committee meetings to support the Marketing Manager, reporting on the progress of marketing projects and gathering information around School developments and activities, reporting these back to the wider Marketing group

Insights and data

- Assisting with data gathering to support the Marketing Manager in the monitoring of sector, audience and competitor trends and behaviours, with a view to fully understand the market and the changing landscape
- Conducting desktop research and data processing using data sources such as UCAS, Tableau and Heidi
- Analysing data across internal sources and primary research to craft top-level findings and presenting to the Marketing Manager

- Taking responsibility for examining and reporting on key league stable performance metrics, working these into key touchpoints in the student journey, covering CRM, website and print publications.

General administration

- Assisting the School Marketing Manager with duties including raising purchase orders and invoice processing, travel booking and printing
- Supporting programme launch and closure procedures are undertaken efficiently, working with admissions, academics, course administrators, recruitment officers and other members of the wider marketing team.

In addition to

- Any other duties commensurate with the grade and level of responsibility of this post

SELECTION CRITERIA:

Skills

Essential:

- Excellent written and verbal communication skills
- Excellent attention to detail and a conscientious approach to quality
- Excellent organisational skills
- Ability to prioritise work in a busy environment, keeping colleagues up to date with the status of projects
- A high level of IT competence including working with spreadsheets and databases
- Ability to learn quickly and work to a high degree of proficiency

Experience

Desirable:

- Experience of working in a marketing-based role
- Experience of producing copy for digital or print

Knowledge

Desirable:

- Working knowledge of the Higher Education sector (or similar environment) and of the UK higher education system, requirements and educational qualifications

Education / Qualifications

Essential:

- Educated to degree level or equivalent relevant experience

Hours: 35.5 hours per week, actual daily hours by arrangement.

Annual Leave: 25 days per annum plus eight Bank Holidays and seven University days taken at Christmas (pro rata for part-time staff) which may need to be taken as time off in lieu.

No Parking at Hendon campus: There are no parking facilities for new staff joining our Hendon campus, except for Blue Badge holders.

Information on public transport to Hendon can be found here:

http://www.mdx.ac.uk/campus/campuses/docs/Hendon_campus_map.pdf

We offer an interest-free season ticket loan; interest-free motorbike and bicycle loan; free bicycle and motorbike parking and changing facilities.

The post-holder should actively follow Middlesex University policies and procedures and maintain an awareness and observation of Fire and Health & Safety Regulations

Middlesex University is working towards equality of opportunity. Flexible working applications (including part-time working) will be considered.

What Happens Next?

If you wish to discuss the job in further detail please contact Jamie Barker, Marketing Manager email: j.barker@mdx.ac.uk. If selected for interview, you will hear directly from someone in the Service, usually within 3 weeks of the closing date.