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| JOB PROFILE |

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| **Job Details** |
| **Job Title:** Marketing and Communications Intern | **Reports to:** Marketing and Communications Manager |
| **Department:** Marketing and Communications | **Grade:** Apprentice/ Intern |
| **Overall Purpose of Job** |
| The ACU is an international organisation dedicated to building a better world through higher education. Working for the ACU provides an excellent opportunity for those seeking a career in a membership organisation or international higher education, or those with a specific interest in scholarship administration or one of the ACU’s externally funded projects. This role supports the Marketing and Communications team in raising the profile of the ACU through new and existing communications channels. This includes creating engaging and relevant content for the ACU’s website and social media channels, editing content for impact and accuracy, and monitoring and evaluating communications activities. Interns will be encouraged to present their own views and ideas.The intern will work in a fast-paced team environment and will finish the internship having gained strong marketing and communications experience. This is an opportunity for the intern to further their career path and add to their skillset. This could be suitable for a recent graduate or a student looking to gain valuable experience.  |
| **Main Areas of Responsibility** |
| The postholder will be required to take an active role in:1. Creating content that is engaging and tailored to its target audience, including multimedia content
2. Editing content for maximum impact and accuracy, in line with house style guidelines, and to ensure that it is appropriate for its target audience
3. Posting content on and monitoring the ACU’s social media channels
4. Publishing and updating content on the ACU website
5. Maintaining consistent branding and tone of voice across the ACU’s channels
6. Identifying relevant communications opportunities and updating the editorial calendar
7. Maintaining communications asset libraries, including multimedia content
8. Maintaining a library system for press clippings, and monitoring and reporting clippings
9. Reviewing, evaluating, and making suggestions to improve the impact of communications activities
10. Provide creative and/or operational support for other communications activities, as required
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| **Applied Knowledge, Skills and Expertise** |
| 1. Degree educated or equivalent experience
2. Strong written and oral communication skills, including writing for and understanding of different audiences and channels, and sensitivity for different cultural contexts
3. Confidence in using social media to communicate and engage with audiences
4. Ability to create multimedia content, including photography, video, and audio
5. Good visual awareness and eye for design
6. Strong attention to detail
7. Good interpersonal skills and ability to work as part of a team, as well as an ability to work independently, show initiative, and exercise sound judgement
8. Ability to manage multiple priorities and work to deadlines
9. Ability to be flexible to respond quickly to shifting priorities
10. Ability to use Microsoft Office and Adobe Creative Suite software

*Desirable*1. Experience of using website content management systems (CMS)
2. Working knowledge of graphic design principles
3. Basic knowledge of HTML
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| **Additional Information** |
| * The Asylum and Immigration Act 1996 requires the ACU to obtain evidence of immigration status and eligibility to work in the UK from new employees. If you are invited for an interview, you will be asked to show appropriate documentary evidence of your eligibility to work in the UK when you attend. The ACU cannot sponsor candidates for this role.
* During peak times the postholder may be required to work beyond normal working hours. Compensatory TOIL (time off in lieu) will only be available in some circumstances (see the TOIL policy available in the Staff Handbook).
* The postholder must be willing to travel within the UK, and occasionally overseas.
* The postholder is expected to carry out other duties which are broadly consistent with those described in accordance with the changing needs of the department and the requirements of the job.
* The postholder must be committed to the ACU’s ethos and values and comply with policies and procedures, including Equality and Diversity policies.
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