



Marketing Intern

About the role

Are you passionate about marketing and looking to kickstart your career in a dynamic environment? We are looking for an enthusiastic and motivated Marketing Intern to join our team and support the Marketing & Communications Manager and Admissions team with a variety of tasks, from content creation to campaign execution. This is an excellent opportunity to gain hands-on experience in marketing in a busy independent school environment.

Salary & Hours of Work

The post holder will be paid a competitive salary and will work on a full time basis (42.5 hours per week) during term time plus 5 weeks in school holidays (35 hours per week) as agreed with the Marketing & Communications Manager. Flexibility is required for school events, Marketing Days, Sports Events and INSETs.

Lines of Responsibility

The Marketing Intern is responsible to the Marketing & Communications Manager.

Specific Responsibilities

- Assist with creating and scheduling content for social media platforms
- Website management
- Manage the digital library of photography and video
- Help manage and update marketing materials with external agencies
- Assist in organising and promoting school events including open days
- Liaise with staff and students to gather content and coordinate marketing activities
- Assist in the creation of email marketing campaigns
- Support with the planning of professional photo shoots and video shoots
- Manage the promotional merchandise ordering and stock
- Conduct market research to identify trends and opportunities
- Monitor engagement metrics and assist with basic reporting
- Provide administrative support to the marketing team as needed

Conditions of Employment

The post-holder must uphold the School's policy in respect of all matters related to Safeguarding and Child protection. The above responsibilities are subject to the general duties and responsibilities in the written statement of conditions of employment (The Contract of Employment). The post-holder is required to support and encourage the School's ethos and its objectives, policies and procedures as agreed by the Head and Governing Body. The post-holder would also be expected to carry out any other duties that are reasonably assigned by the Head.

The Job Description allocates duties and responsibilities but does not direct the particular amount of time to be spent on carrying them out and this must not be construed. This Job Description is not necessarily a comprehensive definition of the post. It will be reviewed periodically and may be subject to modification at any time after consultation with the post-holder.

Come as you are. Go as all you can be.

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Person Specification	Essential	Desirable	Primary means of assessment
Holds, or currently pursuing, a Degree in Marketing, Communications or a related field.	√		Application Form
Strong written and verbal communication skills	√		Application Form
Good understanding of digital marketing channels (social media, email, content marketing)	√		Interview
Proficiency in Microsoft Office Suite (Word, Excel, PowerPoint) and Canva	√		Application Form
Photography skills	√		Interview
Video-editing skills	√		Interview
Ability to work accurately with attention to detail	√		Interview
Flexible in prioritising work and open to change	√		Interview
Ability to work independently and manage multiple tasks	√		Interview
Creative mindset with attention to detail	√		Interview
Eagerness to learn and grow within the marketing field	√		Interview
High levels of personal integrity and an empathy with the ethos and values of Halliford School	√		Interview

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