

### **JOB DESCRIPTION**

<b>Job Title:</b>	Student Intern (Reducing Plastic on Campus Campaign)
<b>School/ Service:</b>	Marketing/ Estates
<b>Campus:</b>	Hendon
<b>Hourly rate:</b>	£10.20 an hour
<b>Hours:</b>	16 hours per week
<b>Period:</b>	22 <sup>nd</sup> October 2018 – 17 <sup>th</sup> May 2019
<b>Reporting to:</b>	Environmental Manager / Student Communications Officer
<b>Reporting to job holder:</b>	None

#### **Overall Purpose:**

This role is intended to provide marketing and communications work experience to a current student to help enhance their employment prospects. The graduate or student will be paid an hourly rate of £10.20 and you must be able to demonstrate the right to work for the duration of the work placement.

If you are a current student you will not be able to engage in any other paid or volunteer work for the period of the placement as Middlesex University restricts working for students to 16 hours maximum per week during term time.

You will be responsible for supporting the University's environmental initiative to reduce single plastic use on campus. You will bring your passion for a greener Middlesex to plan and deliver a range of impactful communications, campaigns and events to change behaviours and attitudes among both students and staff.

The role holder will use their creativity and excellent writing skills to embed a positive message about plastic reduction across our full suite of student communication channels; including the student website (UniHub), student e-newsletters, social media channels, campus digital screens, printed publications, and the University mobile app.

Finally, you will set up and chair a student environmental campaign group to fuel momentum behind the initiative that will ultimately make a real lasting change and a move towards a greener and more sustainable Middlesex future.

#### **Principal Duties:**

- Educate students and staff on the University's existing green initiatives and how to get involved

- Plan and deliver new 'green' campaigns and events for students and staff, particularly with a view to creating buzz on campus
- Create engaging content for our social media channels such as capturing short videos for Instagram stories that inspires students to reduce their plastic consumption on and off campus
- Work with the Student Engagement team to embed these key messages into the range of student communication platforms, ensuring clarity and consistency of messages as well as engaging presentation of information. Channels include UniHub, student emails, text messages, social media, digital signage, and printed materials
- Work with teams across the University to ensure that they incorporate the campaign's message into their own projects where relevant
- Set up a student campaign group that meets regularly to create momentum behind the campaign: recruit members, set agendas, publicise the group, chair meetings and give actions to members to will contribute to real tangible changes
- Support the University's Environmental team in other activities that support Middlesex in becoming a leading sustainable university.

## **PERSON SPECIFICATION**

### **Essential**

- Current Middlesex student or a recent graduate on an undergraduate/ postgraduate programme
- A strong understanding and passion for sustainability and the practical steps (including plastic reduction) needed to contribute towards a greener future
- A creative thinker who is able to come up with new ideas and holds the confidence to express them
- Confident at creating content for social media such as taking short phone videos for Instagram stories
- Excellent interpersonal and presentation skills, with the ability to adapt your approach based on different audiences
- Solid organisational and time management skills
- Good level of computing skills and experience of Microsoft Office packages
- Flexibility with time and work requirements

### **Desirable**

- Experience of working / volunteering with students
- Experience in a marketing / communications focused role

- Demonstrable writing experience in both an academic and non-academic setting
- Experience planning and organising events

**Flexibility:** Actual working hours will be arranged with the post holder based on their availability. For current students, your academic timetable will always take priority and we will schedule working hours around this.

**Equality statement:** Middlesex University is working towards equality of opportunity. Flexible working applications will be considered.

### **HOW TO APPLY**

Applicants should formally apply to the role through Unitemps online. Once you have registered your details for the position on Unitemps, you should email Mary McLaren – Student Communications Officer – [M.McLaren@mdx.ac.uk](mailto:M.McLaren@mdx.ac.uk) with your CV and a covering letter addressing each point in the Person Specification.

Applications close at Midnight on Sunday 14 October 2018

Interviews will take place on 18 and 19 October 2018.