

### JOB DESCRIPTION

<b>Job Title:</b>	Student Engagement Marketing Intern x 2
<b>School/ Service:</b>	Student Engagement team, Marketing
<b>Campus:</b>	Hendon
<b>Hourly rate:</b>	£10.20 an hour
<b>Hours:</b>	16 hours per week (for up to two current students)
<b>Period:</b>	1 <sup>st</sup> October 2018 – 26 <sup>th</sup> July 2019
<b>Reporting to:</b>	Student Communications Officer / Student Engagement 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 Student Engagement Marketing team in their day to day activities aimed at improving current student retention and satisfaction. You will bring a student voice to the team's work and support the planning and delivery of our campaigns and events. The role holders will also be responsible for supporting the running of 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.

The role is designed for you to support our team across all areas of our work so that you can gain experience across a wide range of communications and marketing areas. Where possible, we encourage our interns to specialise and lead on projects, campaigns and development of communications channels that interest you.

#### **Principal Duties:**

- Help implement student engagement campaigns to support the communication calendar for all current students

- Participate in brainstorming and building a sense of community amongst current students
- Create engaging content for our social media channels such as capturing short videos for Instagram stories
- Help run events for students, particularly with a view to creating buzz on campus
- Assisting the team in maintaining and developing student communication platforms, ensuring appropriateness, clarity and consistency of messages as well as suitable presentation of information. Channels include UniHub, student emails, text messages, social media, digital signage, and printed materials
- Assist the student engagement team in working with other teams across the University to communicate and engage students regarding their services
- Facilitate receiving and responding to student feedback through various formal and informal channels

## **PERSON SPECIFICATION**

### **Essential**

- Current Middlesex student or a recent graduate on an undergraduate/ postgraduate programme
- A strong understanding of the student experience at Middlesex University
- 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.