



UNIVERSITY OF LEEDS

CANDIDATE BRIEF

Campus Internship: Digital Marketing Assistant

Facilities Directorate



Salary: Grade 3 (£16,654 - £18,263 p.a.)

Reference: FDFAC1021

Closing date: 25 March 2018

Fixed term for 12 months, from July/August 2018

Open to current University of Leeds Undergraduate students only

Campus Internship: Digital Marketing Assistant Marketing and Communications, Facilities Directorate

Are you a current University of Leeds undergraduate student with an interest in a career in digital marketing and communications? Do you have creative flair and an innovative approach? Would you like to gain lots of valuable experience working in a fast-paced, hard-working but fun marketing and communications environment?

We are looking for a current University of Leeds undergraduate student to join us as an Intern in a professional office environment and in an organisation recognised for its high quality of academic provision and commitment to excellence and good practice. Our Internships are designed to enhance your employability and as such you will develop key skills and experience for your CV, including; team work; interpersonal and communication skills; initiative; high quality administration and organisation skills; and project development.

The Facilities Directorate is responsible for the multi-million-pound development of the campus as well as managing the University's commercial services such as our 16 catering outlets and various sports facilities. Joining our busy Marketing and Communications Team and working specifically with the digital team you will help produce innovative and creative digital campaigns that will make a difference to how students and staff engage with the services on campus. Working on all aspects of digital marketing, you will have the chance to create your own videos: including filming, editing and producing motion graphics, to support our various digital channels and have the opportunity to make decisions and take ownership of projects. We'll be looking to you to create outstanding creative work for our many cafes on campus, including The Edit Room and PURE, and assisting with email marketing campaigns to communicate our £520M development of the campus and promoting our state-of-the-art sports facilities, such as The Edge, with social media advertising. You could make a real and lasting impact on how your University appears digitally.

With a creative flair, you will have experience in graphic design and layout of marketing materials, digital and website design in addition to experience of creating online digital content and using social media effectively.



What are the benefits?

As a Digital Marketing Assistant you will:

- Develop key skills and experience for your CV, including team work, interpersonal and communication skills, initiative, organisation, high quality administration and project development;
- Enhance your employability in a professional office environment in an organisation recognised for its high quality of academic provision, commitment to excellence and good practice;
- Have exposure to working on some exciting and diverse projects, impacting on key services across our campus;
- Get a unique insight into a professional sales and marketing team, who are delivering high profile projects for the directorate.

What does the role entail?

As a Digital Marketing Assistant, your main duties will include:

- Co-ordinating email marketing communications, including scheduling, commissioning and editing content, contact data management and segmentation;
- Monitoring, co-ordinating and assisting with the management of our corporate social media channels with support from other team members;
- Producing new content for our online channels in particular audio-visual and other rich content;
- Utilising and manipulating graphic design work to reflect it digitally;
- Supporting the Digital Marketing Co-ordinator with the delivery of digital marketing campaigns;
- Ensuring the effective updating of our websites and working closely with colleagues from across the Facilities Directorate to ensure that online content is up-to-date and maximises all new opportunities for increased coverage;
- Monitoring the presence of our web-links and data on external sites of the Facilities Directorate business;
- Conducting marketing research to understand how our audiences engage with us digitally in order to ensure our digital marketing campaign activity and communication is reaching our target audiences.



These duties provide a framework for the role and should not be regarded as a definitive list. Other reasonable duties may be required consistent with the grade of the post.

What will you bring to the role?

As a Digital Marketing Assistant, you will be/have:

- A University of Leeds undergraduate student intending to take this role for a placement year as part of your degree;
- Experience in graphic design and layout of marketing materials, digital and website design;
- A creative flair;
- Experience of using computer graphics packages (e.g. Adobe InDesign);
- Experience in creating online digital content and of using social media effectively;
- Excellent verbal and written communication skills with a high level of accuracy and attention to detail;
- A team-orientated approach, with the proven ability to contribute to a team;
- The ability to build relationships easily and quickly.

You may also have:

- Promotional and marketing experience;
- Experience of working in an office environment;
- Photography skills;
- Understanding of HTML.

How to apply

You can apply for this role online; more guidance can be found on our [How to Apply](#) information page. Applications should be submitted by 23.59 (UK time) on the advertised closing date.

You can get feedback on your application via the Careers Centre drop in service currently available 1pm – 4pm Monday to Friday at the Careers Centre.

Outside of these hours there are bookable 'application support' appointments via <https://mycareer.leeds.ac.uk/>.



If you are away from Leeds, you can 'Ask a Question' on [MyCareer](#) to receive online feedback, queries will be answered within 3 working days.

Contact information

To explore the post further or for any queries you may have, please contact:

Matt Hamnett, Digital Marketing Manager

Tel: +44 (0)113 343 9007

Email: M.Hamnett@leeds.ac.uk

Additional information

Working at Leeds

Find out more about the benefits of working at the University and what it is like to live and work in the Leeds area on our [Working at Leeds](#) information page.

Candidates with disabilities

Information for candidates with disabilities, impairments or health conditions, including requesting alternative formats, can be found on our [Accessibility](#) information page or by getting in touch with us at disclosure@leeds.ac.uk.

Criminal record information

Rehabilitation of Offenders Act 1974

A criminal record check is not required for this position. However, all applicants will be required to declare if they have any 'unspent' criminal offences, including those pending.

Any offer of appointment will be in accordance with our Criminal Records policy. You can find out more about required checks and declarations in our [Criminal Records](#) information page.

