

Marketing communications intern

What is English UK?

English UK is a registered charity dedicated to advancing the education of international students in the English language. We represent 400+ accredited English language centres in the UK, have 200+ partner agencies in 25 countries worldwide and host StudyWorld London, the UK's longest established business-to-business workshop for the study abroad sector.

Our UK based language centre members include private language schools and colleges, educational trusts and charities, and language centres in further education colleges and universities. All our member centres are accredited by the Accreditation UK scheme, which we manage in partnership with the British Council.

In addition to language centre members and partner agencies we have 50+ corporate members who provide services for our sector. We also run an Accreditation Consultancy Service for unaccredited language centres that are in the process of working towards gaining accreditation through the Accreditation UK scheme.

Location:

Central London, EC1.

Responsible to:

Helen Kind, Communications Manager

Duration:

February 2018 – September 2018

Job overview:

The marketing communications intern will support the communications manager in the day-to-day delivery of English UK's marketing communications objectives. You will:

- Undertake project work, researching, proposing and implementing improvements
- Contribute high quality internal and external communication across a range of channels
- Provide wide-ranging administrative support to the Communications Manager and the wider English UK team where appropriate.

Main areas of responsibility:

- Support English UK's social media presence, including researching news stories
- Help keep the English UK website up-to-date
- Provide general communications support for the English UK team, including event preparation
- Support the management of marketing collateral, including monitoring stock levels and maintaining the store room and internal displays
- Support effective use of the English UK brand, especially by English UK members
- Proof reading and drafting text in line with our style guide
- Project work, which may include:
 - implementing a catalogue system for images, graphics and other digital assets
 - implementing a library system for presentations and slides
 - implementing a recording system for press coverage
 - review of English UK's social media presence and audiences
 - supporting the creation of content calendars
 - enhancing marketing contacts and ensuring data compliance

- Any other tasks as allocated by the manager, including the support of any English UK campaigns and projects when required.

Essential experience and skills required

- Exceptional attention to detail
- Motivated, well-organised and reliable
- Excellent written and verbal skills
- Ability to undertake research and work independently
- Ability to work accurately in a busy environment on several projects simultaneously
- Ability to follow detailed instructions carefully
- Highly IT literate with strong experience of MS Office
- Good interpersonal skills and the ability to work with a wide range of people
- Understanding of and interest in social media platforms
- Interest in marketing and communications.

Desirable experience and skills required

- Office experience
- Experience undertaking independent research, developing and implementing proposals
- Basic knowledge of website content management systems (CMS)

Other requirements:

- Candidate must be legally permitted to carry out an internship in the UK.
- Candidate must be participant on an EU scheme such as Leonardo da Vinci or Erasmus.

How to apply:

Please email your CV with a cover letter outlining why you think you are suitable for the position and how you fulfil the essential experience and skills required, plus any of the desirable requirements.

Contact:

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