

OUR VALUES

We enrich through a broad and varied curriculum

Job Description

Job Title:	Marketing & Events Intern
Department:	External Relations
Line Manager:	Deputy Head External Relations

Job Summary

Marketing and Events Interns will assist the Events Department with a wide range of projects related to day-to-day event operations and planning. The role is both educational and practical; the intern will learn how to develop skills they may have acquired in school related to their areas of interest and apply them in a professional setting. The postholder will gain professional experience in communications, marketing, analytics, outreach, and event planning for a thriving non-profit organisation.

Main Responsibilities

Admissions:

- Prepare Admissions packs and materials for prospective families.
- Help with set up for Admissions events, such as Open Mornings, Activity Days, New Girls' Afternoons, Offer Holders' Evening and Feeder School Events and attend evening and weekend events as required.
- Carry out administrative tasks such as photocopying, printing and filing as required.

Events:

- Assisting in the planning and undertaking the administration of an event. Recording and responding to event and catering requests in a timely manner.
- Attend key stakeholder meetings/rehearsals/final walk throughs to understand event details.
- Building effective working relationships with key stakeholders, suppliers, clients, Catering and Marketing teams.
- Support the timely set-up of events, to include such tasks as dressing venue(s), positioning signage, setting lighting, working with external providers on their set-up, etc.
- Support the operation of events, to include such tasks as managing door lists/guest registration, serving, and maintaining any catering provision such as refreshments/bar, assisting with event logistics, such as moving guests around site.
- Set up and maintain our ticket booking system for events and tracking ticket sales. Contacting ticket holders and managing any customer enquiries.
- Clear down of events, such as helping tidy away set-ups, equipment, etc.
- Managing our inventory of department owned event materials, such as tablecloths, lighting, signage, decorations, etc. Ensuring they are signed out/in correctly and are kept in a good state of repair ready for use.
- Resourcefully resolve issues that arise; troubleshoot and problem solve ensuring all events operate effectively and efficiently.

Digital Marketing:

- Support taking photographs for social media.
- Support covering larger events where more than one person is required to cover social media effectively.
- Liaise with subject departments to maintain list of classroom based / interesting lessons and educational activities, so they can be covered on social media.
- Attend classroom-based activities to take photos for social media and marketing photo database for use in publications such as school magazine and website.
- Assist with reviewing and updating website content and photographs.
- Support the creation of regular, effective, and appropriate communications including newsletters, digital content and printed media

General:

- Printing of booklets created in the Marketing department. Managing and maintaining paper stock for printing.
- Role includes light manual handling.
- During peak times of the academic year the role requires working outside normal working hours, which will include evening and weekend work.

This job description is not intended to be all embracing and the post holder shall be required to carry out other duties as necessary and required, commensurate with training and experience.

Safeguarding Children

The postholder is responsible for promoting and safeguarding the welfare of children and young persons with whom they come into contact, and to adhere to and ensure compliance with Tormead's Safeguarding Policy at all times. If, in the course of carrying out their duties, the postholder becomes aware of any actual or potential risks to the safety or welfare of children in the School, they must report any concerns to one of the school's Designated Safeguarding Leads in accordance with Tormead's policies and procedures.

Key Relationships

Internal: Deputy Head External Relations, Admissions and Marketing team, colleagues, students

External: Prospective and current parents

Person Specification

	Essential Criteria	Desirable Criteria
Qualifications & Training	<ul style="list-style-type: none"> • A good standard of general education (A Level or equivalent) 	<ul style="list-style-type: none"> • Educated to degree level • Degree in marketing • An interest in pursuing a career in marketing or education
Experience	<ul style="list-style-type: none"> • Holding a position of responsibility at school/college/work 	<ul style="list-style-type: none"> • Experience in producing marketing materials, copy and proofreading. • Interest in photography and film production • Experience working in a school or educational environment
Knowledge & Understanding	<ul style="list-style-type: none"> • Strong IT skills and proficiency in using Word, Excel and PowerPoint • A commitment to safeguarding, H&S and data protection 	<ul style="list-style-type: none"> • Knowledge and understanding of social marketing • Knowledge of design software (e.g. Canva, Adobe creative suite) • An understanding of safeguarding children • An understanding of the independent school sector
Skills & Abilities	<ul style="list-style-type: none"> • Strong communication skills (both written and verbal) and good interpersonal skills • Excellent time management • Ability to manage multiple projects independently • A passion for marketing and events • A can-do, positive attitude and willingness to play an active role in a busy Marketing and Events team • Methodical and organised, with good attention to detail and the ability to multitask and meet tight deadlines • High level of motivation and initiative. • Working in a small team with the self-motivation to use own initiative when completing tasks and making decisions • Ability to carry out light physical duties (light manual handling) • Ability to exercise discretion and maintain confidentiality 	<ul style="list-style-type: none"> • Enthusiasm for education and working with children • Adaptable and flexible and the ability to cope with changing needs • Willingness to undertake additional duties and responsibilities that may arise • Ability to interact with students to and support their involvement with events