

Marketing and social media intern

£16,000 per annum pro rata

Fixed term for 8 weeks

Immediate start

Location: Sheffield

Closing date for applications: 18th June 2017

Interview date: 22nd June 2017

Opportunity Summary

Gradcore is looking to appoint a marketing and social media intern for summer 2017. The role offers the chance to work on all aspects of our marketing and social media. This will include working on client projects – such as the award winning RISE SCR programme – along with marketing and promotion for Gradcore itself.

Introduction to Gradcore and the role

Gradcore is an ambitious social enterprise with a mission to transform graduate recruitment and employability, and we plan to do this with a growing team of consultants who can create and deliver great projects in the higher education and emerging talent industries. We've already worked with more than 50 UK and European universities, and managed a wide range of corporate and SME graduate schemes.

As an organisation Gradcore takes brand and marketing seriously, and are always keen to build and enhance our reputation through effective promotion and wide ranging social media channels. This summer is a particularly busy one for us as a business, so there is a wide range of activity to get involved with.

You will work on marketing and social media campaigns across our range of client activity. This could include running a Whatsapp group full of recent graduates, or attracting applicants to a graduate scheme via Facebook and Twitter.

We are also refreshing our broader brand and comms this summer, and will be working with a design agency to deliver. This role will involve hands on activity as we deliver this process, and build our own marketing presence with universities and graduate recruiters.

This hard work comes with plenty of perks. We are based in beautiful offices that are old on the outside and modern on the inside. We have a dynamic team who will welcome you, provide you with some great learning and a fun environment. In addition we make sure you always have access to good quality coffee, and you'll never have to buy a drink on a work night out.

Person Specification

We have a clear set of values, and the person specification below illustrates these and how they relate to this role:

We make a positive impact

You are someone who seeks to make a positive impact in all your work, and can back this up with example projects and delivery where you have made a key difference.

We build great relationships

You are someone who quickly builds rapport and is keen to support others and work hard to help them deliver for clients.

We know that the team makes the difference

You are someone who works well in a team, and understands that it takes a blend of skills to deliver projects effectively and in line with client expectations. You are also willing and able to turn your hand to a wide variety of activities and are comfortable multi-tasking at pace.

We deliver smart thinking

You are passionate about marketing, and will teach us some new stuff about how new graduates are using social media and comms channels.

We know our stuff

You are a social media expert, not just from occasional Facebook use, but from taking a deep and genuine interest in how to use it to market products and services effectively.

We tell it like it is

You are straightforward, and focused on delivering good work quickly and effectively, and will speak up if you feel something could be done better.

Key tasks in the role:

- Create and execute marketing plans for projects
- Actively use various social media accounts for clients and Gradcore
- Support the development of new Gradcore marcomms activity
- Work on student and graduate attraction campaigns for clients
- Write engaging copy and content for blogs, web pages, and other marketing collateral
- Undertake other such duties as are relevant to the nature of the post

For further information or an informal discussion about the role, please contact Natalie Emmanuel natalie.emmanuel@gradcore.co.uk