# Marketing Intern

# Corporate Services, Communications

Heriot-Watt University Student Union is an independent charity that is run by and for students. While we are a charity we also run commercial services that aim to make a profit. We use this profit to invest in other vital student support services such as advice & support and volunteering.

The Corporate Services department is responsible for Reception, Marketing and Communications, and other administration relating to the running of the Students’ Union, its Café, Bar and Student Shop and also for ensuring that the building is maintained to a high standard of cleanliness. It is also responsible for the running of the office in the Scottish Border Campus, Galashiels.

# Purpose of role

The primary role of this position is to assist in the transfer of our website content to a new website platform. In the process, you will make sure it is reflective of our organisation, follows our Brand Guidelines in line with our Communications Strategy. The role will also assist in the promotion of Freshers Week 2018 over the summer, including writing content for the website and our social media platforms.

# Organisational position

# Principal Duties

Review existing content of HWUnion.com and report on its relevance, making suggestions for improvement.

Research the content provided on similar websites from student-orientated organisations and make recommendations.

Discuss existing content and new ideas with relevant Student Officers and Staff to form overall content plan.

Write new website copy, and oversee collection of supporting media (e.g. photographs, videos etc)

Working with Head of Corporate Services, develop procedures to ensure content will be regularly updated and refreshed once internship has ended.

Assisting in the promotion of Freshers’ Week 2018.

# Other Duties

These duties are a guide to the work that the post holder will initially be required to undertake. Other duties or a change of duties may be necessary from time to time.

# Competencies

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|  | **Takes personal responsibility for the part they play in our students’ union, its mission and values, the student body and wider society** |
|  | **Keeps the needs of students at the heart of activities** |
|  | **Consistently role models high standards and good practice** |
|  | **Applies an understanding of equality and diversity to strengthen positive engagement in all our students’ unions activities and services** |
|  | **Maintains commitment to targets and results, striving consistently to achieve them** |
|  | **Helps to provide clear, consistent and appropriate messages at all levels of our students’ union and beyond** |
|  | **Applies an appreciation of the political environment in which our students’ union operates** |
|  | **Actively leads, establishes expectations, accountabilities, purpose and vision, creating an environment where others can achieve optimal performance** |

# Person Specification

|  |  |  |
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|  | Essential | Desirable |
| Qualifications |  |  |
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| Skills/competencies (additional to the standard competencies) |  |  |
| Excellent communication skills | x |  |
| Ability to work as a team member | x |  |
| Ability to inspire others to achieve success for the business | x |  |
| Good interpersonal skills | X |  |
| Good Communication skills | X |  |
| Knowledge |  |  |
| Understanding of basic marketing principals | x |  |
| Understanding of the student market, in particular at Heriot-Watt | x |  |
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| Previous experience |  |  |
| Experience of copy-writing to a high-standard | x |  |
| Experience of visual design, including photography |  | x |
| Experience of using Content Management Systems |  | x |
| Current or recent experience of working with students | x |  |
|  |  |  |
| Personal qualities |  |  |
| Initiative | x |  |
| Energy | x |  |
| Attention to detail | x |  |
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| Interests |  |  |
| Working in a democratic structure with elected officers | x |  |
| Circumstances |  |  |