

Internship Opportunity with the University of Bristol

Undergraduate Customer Relations and Student Marketing – Marketing Assistant

The University of Bristol is internationally distinguished and one of the very best in the UK thanks to its outstanding staff, excellent students and superb facilities. We are:

- A thriving international community dedicated to learning, discovery and enterprise
- Situated in the heart of historic Bristol
- A major force in the life and economy of South West England
- A world leader in research and a member of the Worldwide Universities Network and of the Russell Group of universities

Internship Details

The internship is a 10 month opportunity at the University of Bristol based in the Undergraduate Customer Relations and Student Marketing Office.

The Undergraduate Customer Relations and Student Marketing Office is responsible for:

- Developing and implementing the University's undergraduate marketing activity.
- Organising and delivering enquirer and applicant events, such as open days and campus tours.
- Enquirer and applicant communications, 'VIP' portal, prospectus fulfilment and enquirer data capture.
- Producing print publications and online media communications to aid recruitment.

The successful candidate would work across the office, allowing them an overview of the different areas. A varied work load would be offered, including routine office work as well as more project-based work, allowing the students to gain a great deal of experience.

Project one:

Assisting with the creation of the undergraduate prospectus for 2016. This is a major project for our team and we work with the University Publications Team as well as our in-house web team and an external design agency to complete the prospectus on an annual cycle spanning September to January.

Key tasks could include the following:

- Sourcing and choosing images
- Assisting with photo shoots and film production
- Updating and creating web prospectus content
- Obtaining quotes from current students

Project Two:

We are currently developing a market research strategy for the Student Recruitment Access and Admissions Division. Within this our team will be developing a brief for specifically undergraduate

recruitment focussed market research which we would like the successful candidate to develop and undertake. The brief will focus on the following areas:

- How do our customers view us?
- Why do our offer holders decline?
- What are our market opportunities
- What are potential undergraduates are looking for?
- What is the rest of the market providing?
- Where is there market growth?
- Who are really our main competitors for which students?

The successful candidate will also be given the opportunity to:

- Assist with event management
- Maintain social media channels
- Assist with online and print publications.

The successful applicant would have full access to library facilities at the University of Bristol and to all staff courses such as IT training. Additionally, Wednesday afternoons are free for you to participate in University societies and sports clubs.

Person Specification

We are looking for someone who:

- Has a keen interest in education marketing
- Has a creative eye for detail
- Has a good spoken and written knowledge of English
- Is prepared to take the initiative and confident enough to work alone on projects
- Has good IT skills (Microsoft Office, email, internet, database experience an advantage)
- Has good research skills
- Has previous experience of office/marketing work
- Has the ability to organise and prioritise their own work and cope under pressure
- Has a helpful and courteous approach to colleagues and customers
- Has Erasmus funding to undertake the work placement

Hours of Work

The successful applicant would be expected to work between August 1st 2014 and May 31st 2015 with a total of 20 days holiday throughout the year. Office hours are 9-5. The internship is unpaid (as the successful applicant will have Erasmus funding for the work placement) but there is a possibility of some assistance with travel costs.

Accommodation

Accommodation is easy to find in Bristol and we have a dedicated Accommodation Office to provide advice and support.

Applications and enquiries

To apply for the post, please send a covering letter and CV by email to Charlotte Wilson, Undergraduate Customer Relations and Student Marketing Manager – charlotte.wilson@bristol.ac.uk

The deadline for receipt of applications for the August-May internship is **9am Friday 28th February 2014**. Informal enquiries can also be directed to Charlotte via telephone (+44 (0)117 331 7214) or email as above.