

Job Description: Marketing Assistant Intern

Job Title: Marketing Assistant Intern

Reporting to: Business Support Coordinator

Pay Scale: £10.85 - £12.71 per hour, dependent on age

Hours: 22-35 hours per week

Role Summary

We are looking for an enthusiastic Marketing Assistant Intern to support Cambridge Academy for Science and Technology with a range of digital, print and event-based marketing activities.

During this 6-week placement, you will help create and update content for the school's social media and communication channels, monitor engagement analytics, assist with sourcing printed materials, support school events and contribute to maintaining the school website. Working closely with staff across CAST, you will play an important role in showcasing the school's strengths.

Responsibilities

- Work closely with the school's Business Support Coordinator, and colleagues to support marketing communications and events
- Demonstrate professional behaviour with all stakeholders whether outside agencies, colleagues, students or parents
- Optimise the use of digital platforms for communication purposes
- Raise school's profile through producing high quality communications of internal and external events, celebration of success and promoting day-to-day good news stories
- Ensure that all communications you produce are of a high standard
- To provide outstanding customer service

Key Tasks and Activities

- Create digital content that promotes CAST's offer, aligned with school activity schedules
- Produce articles for newsletters and digital platforms that celebrates events
- Interview staff and students to obtain quoted content for digital marketing and print collateral
- Assist with compilation of school prospectus
- Ensure social media channels are regularly updated with engaging content
- Design and procure other print material, including leaflet and banners
- Attend and support school hosted events whether on school sites or other locations
- Ensure photographic records are stored and utilised in line with Group procedures
- Support schools and the Cluster HR Team with recruitment advertising communications

General

- To have due regard for Safeguarding, Data Protection and Health and Safety policies
- To undertake appropriate training as required
- To undertake any other duties which may be assigned to the post from time to time as directed by the Principal and Business Support Coordinator

To be eligible for an internship, you must:

- Live in Cambridgeshire and Peterborough,
- Not be in education, employment, or training,
- Have the right to work in the UK,
- Be aged 18+ (with no upper age limit), and

If you do not meet all of these requirements, you are not eligible for an internship at this time.

This job description is intended as a general guide to the duties attached to the post and is not an inflexible specification. It may therefore be altered from time to time to reflect the changing need of the service, always in consultation with the postholder.