

## Graduate Internship

### Job description

<b>London Met school/PSD:</b>	Engagement		
<b>London Met section:</b>	Marketing		
<b>London Met unit:</b>	Conversion		
<b>Job title:</b>	Graduate Intern: Marketing Assistant (Direct Communications/CRM)		
<b>Post reference no:</b>	18GIENG5	<b>Effective revised:</b>	May 2018
<b>Rate of pay:</b>	London Living Wage		
<b>Report to:</b>	Senior Marketing and Student Conversion Officer		
<b>Responsible for:</b>	N/A	<b>Direct reports:</b>	N/A
<p><b>Job purpose:</b></p> <p>This role is designed to suit a recent graduate of London Metropolitan University with an interest in gaining employability skills covering:</p> <ul style="list-style-type: none"> <li>• <b>Self-reliance</b> – self-management, readiness to accept responsibility, flexibility, resilience, time management</li> <li>• <b>People skills</b> – teamwork, communication skills, listening and questioning, respecting others, contributing to discussion</li> <li>• <b>General employment skills</b> – problem solving, literacy, application of numeracy</li> <li>• <b>Specialist skills</b> – business and customer awareness, application of information technology</li> </ul> <p>The post holder will be expected to use their own initiative and undertake self-directed learning within a supportive environment to develop their own skills and a good working knowledge of the School/Department, policies and procedures and the wider University in order to make a positive contribution to the team and service delivery.</p> <p>Graduate Interns will be supported throughout their Internship with training and development.</p>			
<p><b>Range of key areas:</b></p> <ul style="list-style-type: none"> <li>• Customer Service</li> <li>• Team Support</li> <li>• General Office Administration</li> <li>• Department Specific Support</li> <li>• Client liaison</li> <li>• Designing email communications</li> <li>• Maintaining and approving website content</li> <li>• Preparing reports</li> </ul>			

**It is expected that the role will cover most or all of the following range of duties and responsibilities:**

**1. Customer Service**

- 1.1 Be a point of contact for internal and external customers in person, by phone and by email.
- 1.2 Represent the School/Department to customers providing a professional and helpful service.
- 1.3 Respond to a range of standard queries referring to established policies and procedures, seeking advice when needed.

**2. Team Support**

- 2.1 Support colleagues with general day to day work and projects.
- 2.2 Carry out a range of tasks as allocated by the School/Department.
- 2.3 Work flexibly to meet the changing School/Departmental needs.
- 2.4 Be aware of and work within School/Departmental deadlines and priorities which will vary from time to time.

**3. General Office Administration**

- 3.1 Draft a range of written correspondence and reports.
- 3.2 Provide general office administrative support to the team including filing, photocopying and post organisation and distribution.
- 3.3 Maintain accurate administrative and IT records as directed.
- 3.4 Facilitate the smooth running of the Marketing office.
- 3.5 Support and attend a range of meetings: set up meetings for members of the team, book meeting rooms, prepare and circulate meeting agendas, pick up room keys and set up rooms in advance of meetings, greet guests at reception, take and circulate meeting minutes.
- 3.6 Ensure the marketing office environment is clean, ordered and secure at all times: keeping check of stationery supplies, ensuring crockery is clean, water stocked, windows closed and doors secure when the office is left unattended.
- 3.7 Log IT problems and issues with the estate with the relevant teams and see them through to resolution.

**4. Department Specific Support**

- 4.1 Design, set up and measure the effectiveness of our direct communications via the CRM (Customer Relationship Management) database including emails, texts and direct mail – to be sent to enquirers and applicants.
- 4.2 Manage data imports into the system ensuring data integrity and consistency e.g. through de-duplicating student records.
- 4.3 Become a lead user of the University's website Content Management System, taking an active role in guarding our brand online and reviewing website content for approval.
- 4.4 Prepare and distribute regular reports regarding customer interaction from communications (CRM analysis) and the website, for example using Google Analytics (training provided).
- 4.5 Support the delivery of training on the website Content Management System.
- 4.6 Be an active member of the team monitoring our departmental email inbox: liaise with Content Management System users within the organisation, solving problems before they escalate.
- 4.7 Actively support the Marketing team and fellow interns to deliver an exceptional service to internal and external stakeholders - you may be asked to support a range of other marketing activities from video production, open days, through to photoshoots.
- 4.8 In addition to the above duties, depending on the location and nature of the Internship, you may be asked to work alongside and support staff in specific projects or units undertaking more specialist work.

**Miscellaneous:**

1. Exemplify and promote the values of the University. Have a strong commitment to coaching and developing; working cooperatively with colleagues; valuing the contribution of others and sharing knowledge and expertise.
2. Undertake other duties of a reasonable nature, as may be determined by the postholder's supervisor from time to time, in consultation with the postholder.
3. Carry out all duties in accordance with the University's Equal Opportunities Policy and other policies designed to protect members of staff or students from harassment. It is the duty of the postholder not to act in a prejudicial or discriminatory manner towards members of staff, students, visitors or members of the public. The postholder should also counteract such practice or behaviour by challenging or reporting it.
4. Take reasonable care of health and safety of self, other people and resources whilst at work to comply with the University's Health and Safety Policy, Codes of Practice and local rules.
5. Co-operate with the line manager or any other person with specific responsibility for health and safety, to enable the University's responsibilities under the Health and Safety at Work Act to be performed.

**Review clause:**

This is a description of the job as it is presently constituted. It is the University's practice to periodically examine job descriptions and to update them to ensure that they accurately reflect the job that is required to be performed, or to incorporate proposed reasonable changes. This procedure is conducted jointly by each manager in consultation with the individual whose job description is being reviewed. All staff are expected to participate fully in such discussions. When a manager seeks to amend or vary the job description it will seek to do so with the agreement of the employee, giving consideration to any representations s/he may wish to make. Where agreement is not possible, the manager will confirm the changes to the job description to the employee in writing, together with the date on which the changes will take effect. The manager will provide an explanation as to why any representations have been unsuccessful, by whatever means is appropriate. Where changes are made to a job description, consideration will be given to whether the post should be subject to re-evaluation under the University's job evaluation scheme, depending on the extent and scope of the changes.

**Special features:**

Does this post include any of the following:

**Please select Yes or No in each case**

Some cross-campus travel	<b>Yes</b>
Regular cross-campus travel	<b>No</b>
International travel	<b>No</b>
Lifting loads in excess of 5kg	<b>No</b>

**Please consider any of these features when completing the Risk Identification form.**

## Person specification

Attributes	Relevant criteria
<p><b>1. Education and training</b></p>	<p>A Graduate or Post Graduate of London Metropolitan University who has successfully completed a course of study in 2018 and have had their award confirmed.</p>
<p><b>2. Skills and abilities</b></p>	<p>Ability to communicate both orally and in writing with customers and colleagues at all levels and liaise effectively with internal Schools and Departments.</p> <p>Able to maintain professionalism, display patience and politeness within a sometimes pressurised environment.</p> <p>Good team working skills, a conscientious, flexible and ‘can do’ working style, and an ability to work with minimal supervision.</p> <p>Confidence to deal with difficult situations and to know when appropriate to seek guidance from line manager and/or other colleagues.</p> <p>Competence in word processing, email, spreadsheets and web browsing.</p> <p>Literate and numerate with excellent attention to detail.</p> <p>Empathy and understanding.</p> <p>Ability to maintain appropriate levels of confidentiality.</p> <p>Flexibility — hours and duties may alter to reflect the changing needs of the service.</p> <p>Ability to develop an understanding of HTML.</p> <p>Willingness to learn to a high level of competence Customer Relationship Management (CRM) and website Content Management (CMS) systems.</p> <p>Ability to prioritise a wide range of tasks and to meet deadlines.</p> <p>Ability to use, or learn to use, Adobe software to resize/adapt images and complete simple design tasks.</p> <p>Numerate, comfortable handling data and able to take a logical approach to working with complex information and statistics.</p>
<p><b>3. Special requirements</b></p>	<p>A strong commitment to:</p> <ul style="list-style-type: none"> <li>• the University’s values, mission and strategic plan;</li> <li>• a “coaching and developing” approach when dealing with colleagues and students; and</li> <li>• working collegially; valuing the contribution of others and sharing knowledge and expertise.</li> </ul>

# Risk identification form

(For employment health assessment purposes only)

The University's OH Service uses this information to decide whether a health assessment of the new member of staff is required for safety reasons or to meet statutory requirements. For advice on how to complete this form please contact the OH Service ([londonmet@ohworks.co.uk](mailto:londonmet@ohworks.co.uk))

This job involves	Please select Yes or No	Guidance
Working with babies or young children	No	Answer ' <b>Yes</b> ' for work involving contact with pre-school children e.g. Early Years Education Centre or a nursery.
Working with hazard group 2 or 3 pathogens including work with unscreened blood	No	Answer ' <b>Yes</b> ' if the person will be directly involved in handling cultures of hazard; Group 2 or 3 pathogens; <b>or</b> handling samples which may contain such pathogens e.g. unscreened human blood or serum.
Work requiring health surveillance	No	Health Surveillance may be required for regular work with solder, epoxy resins, glutaraldehyde or other particularly hazardous chemicals, machining of hardwoods or regular exposure to noise in excess of 85dbA. This will be dependent on a risk assessment for the work activity. If there is no current surveillance programme set up for the work which you think requires surveillance contact the Safety and Environment Office or the OH Service to discuss this.
Driving University vehicles	No	Answer ' <b>Yes</b> ' if the person is regularly required to drive a vehicle in order to carry out their duties. Includes mechanised pallet trucks, forklifts etc.
Night working	No	Answer ' <b>Yes</b> ' if the person is working on a regular basis between the core hours of 22.00 and 06.00.
Fieldwork or travel abroad on University business	No	Answer ' <b>Yes</b> ' if the person will be required to travel abroad on University business.
Food Handling	No	Answer ' <b>Yes</b> ' if the work will involve touching unwrapped food to be consumed raw or to undergo further cooking. Answer ' <b>No</b> ' if the foods handled are drinks or wrapped e.g. packaged sandwiches and biscuits.
Safety-critical work	No	Answer ' <b>Yes</b> ' if the job regularly requires work which poses significant risk of injury to oneself or others in the event of sudden illness or loss of function by the person carrying out the work e.g. operating heavy lifting equipment, operating workshop machinery, work at height, direct handling of chemicals posing risk of significant injury or harm if spilt.  Answer ' <b>No</b> ' if such work will only occur occasionally. Laboratory based work will not usually be classed as safety-critical unless it includes one or more of the features above.
Other work requiring health clearance	No	Answer ' <b>Yes</b> ' if the job will require health clearance to meet the requirements of a joint employer or for a work placement or collaborative working with another institution. The OH Service will contact the manager for further information.