

JOB DESCRIPTION

Job Title: Marketing Intern / Work Experience Opportunities
Reports to: Marketing Manager
Duration: One Month

At BUNAC we've been enabling life changing working adventures worldwide since 1962. Whether it's a two year working holiday, a six month internship abroad or a six week volunteer expedition, there's no country too far or duration too short for us to help young people live out their travel dreams. Part of STA Travel, we've helped over 250,000 people have the experience of a lifetime.

We are looking for a motivated, bright and enthusiastic undergraduate to join the BUNAC team in a Marketing Intern role at our London HQ.

This is a great opportunity to learn key skills in marketing and gain experience across a range of marketing channels, to include digital, copy writing, email marketing, social media engagement, PR, events and relationship management for our UK and US markets. This exciting and challenging role will involve assisting the Marketing Team with a variety of key marketing and logistical tasks as well as enquiry generation and customer acquisition. Strong organisational and communication skills, as well as ability to multi-task, are central to the position.

This exciting role would ideally suit a current student looking to gain valuable experience to make their first move into a marketing role.

KEY TRAINING AREAS

- E-marketing schedule, content and monitoring
- Events – promotion of, attendance, presentations and follow ups
- Relationship building with key marketing contacts
- PR – case studies, blogs and liaising with journalists
- Social media, including Facebook, twitter and Instagram
- BUNAC website content and on-going evaluation
- Developing copy writing skills for a variety of audiences, channels and markets

EXPECTATIONS

- A sense of involvement with BUNAC's overall objectives
- Flexibility and readiness to assist in any aspect of marketing as required
- The ability to work with initiative and complete tasks within a timely manner
- A willingness to work within a structured office routine as well as the ability to accept variation from this routine when necessary at the request of a manager
- Attending and actively participating in staff meetings.

KEY DUTIES / RESPONSIBILITIES

- Writing compelling and engaging brand content for a range of online channels, including website, blogs, social and email

- CRM schedule, content and monitoring
- BUNAC website performance evaluation via Google Analytics
- Social media content creation and analysis, including Facebook, Instagram, Twitter,
- Content creation and monitoring of online referral sites, such as Season Workers and Go Abroad
- PR – source and create case studies, blogs and liaise with journalists
- Involvement in developing BUNAC's online user experience, by enhancing web copy and the user journey

PERSON SPECIFICATION

ESSENTIAL

- A passion for marketing and sales
- A commercial approach
- An interest in overseas work and travel
- Excellent oral and written communications skills, as well as an eye for detail
- Good Microsoft Word and Excel skills
- Strong organisational skills, a good track record of being a team player as well as a positive attitude
- Undertaking a university degree in the field of business or marketing is desirable

DESIRED

- Experience using a content management system e.g. Wordpress
- Copywriting experience e.g. personal blog, university newspaper

OTHER BENEFITS

- Opportunity to learn from an awesome team!
- Professional reference