

# Marketing Internship

<b>TITLE:</b>	Marketing Intern
<b>COMPANY:</b>	HPower Group
<b>REPORTING TO:</b>	Marketing Team
<b>DESCRIPTION OF JOB:</b>	Support for the Marketing and Communications Department
<b>LOCATION:</b>	Windsor Head Office five days a week, with one day a week WFH when possible. Working at events will be necessary and accommodation will be provided in this instance.
<b>HOURS OF WORK:</b>	9.00 am – 5.30 pm, Monday to Friday with weekends working as necessary during events.
<b>CONTRACT:</b>	Autumn 2024 – May 2025
<b>Internship Fee:</b>	£1,500 per month.

We have a hands on role for a recent graduate to learn and gain experience in a small marketing and communications office at HPower Group. Core team will be of four including the successful applicant, working in close conjunction with several external teams, including our PR agency, website & graphic design team and ticket offices.

The role will primarily concentrate on customer acquisition and engagement; creating and executing successful email marketing and social media campaigns and managing queries and requests. The candidate will also have the opportunity to engage in all other aspects of this busy marketing and communications department.

## Skills Required

- Excellent interpersonal skills and experience with customer service
- Excellent writing and proof-reading
- A demonstrated understanding of marketing for events and/or ecommerce
- Competent in the use of Microsoft Office Suite (Excel, PowerPoint) and Adobe Suite (Photoshop, InDesign, Rush).
- Genuine interest in events and marketing

**TASKS TO INCLUDE ASSISTANCE WITH: -The London International Horse Show, Royal Windsor Horse Show amongst other events.**

- **Office Support**
  - Including helping with media, ticketing and entries queries
- **Social Media**
  - Plan, create and execute engaging multi-channel content both ahead of and during each event.
    - Creation of campaigns and timelines
    - Liaising with Broadcast, PR and Photographers for appropriate images and footage
    - Responsible for filing and updating of video and content archives
    - Creating reports and analysing campaigns using Google Analytics and Meta Business
  - Provide excellent Customer Service across all platforms, and engaging with other brands and individuals on behalf of the Show
- **Enews**
  - Writing copy, and creating and sending enews campaigns
  - Assisting in development of campaign strategy
- **Website**
  - Keeping all websites for all events up-to-date with information
  - Keeping up to date with user functionality and SEO performance

**General**

- Liaise with accredited media for events, and help with accreditation process
- Respond to email enquiries
- At show, working in the Media Centre to assist media in their coverage of the events and manage the Show's official photographers and videographers
- Write copy and work with design agency to create printed collateral