Role Description – Temporary Marketing Intern

Introduction

The Clink Charity helps people in prison to change their lives and stop reoffending by training them in the hospitality industry – we train chefs and front of house staff in prisons to NVQ Level 2 and we also train people in prison in horticulture in two locations.

Independent evaluation shows that participation in a Clink Charity programme reduces reoffending by over 50%. We have trained more than 2700 people since we were founded 11 years ago.

We have a presence in 31 prisons across England and Wales. We have 4 restaurants that are open to the public including a restaurant at HMP Highdown in Sutton, Surrey.

For examples of what we do, please see our website at [www.theclinkcharity.org](http://www.theclinkcharity.org)

The role

The Clink Restaurant at Highdown has recently reopened following Covid restrictions being lifted in prisons. We want to re-position the restaurant to appeal to groups, corporates, and parties away from bookings from the general public on an individual basis. This is to ensure that when we open, we have a good number of people. Our other London restaurant is The Clink Brixton which appeals to individual tables of diners and which is heavily booked. We believe the Highdown site is more suited to a different approach including themed lunches and dinners for parties and potentially coach parties – perhaps on their way to or from other attractions in Surrey or Kent.

We are seeking support for the following.

* Identification of potential client groups and partners to whom we can market
* A plan for Highdown to increase contacts and profile
* A social media plan that we can adapt and build on for all of our sites
* Tracking of contacts and analysis of what is working and what is not
* Implementation of the plan

There is a social media person working in the team one day a week, and a marketing assistant working 12 hours per week.

The post would be located at our head office in the grounds of HMP Highdown, Highdown Lane, Sutton. There is ample car parking and good transport links from Sutton Station which is about 10 minutes away by bus.

The postholder would need to visit our restaurant in HMP Highdown which is inside the prison.

We operate a flexible working approach and we have flexible desking in our HQ. A Clink email address and laptop (if necessary) can be made available for the assignment.

All expenses will be paid.