

## **Roehampton Internship Scheme – Job Description Template**

**Role Title:** Digital Marketing Internship

**Location:** Cobbold Road, London W12

**Hours:** 10/20 hours per week

**Salary:** £12.05p/hr

**Start date:** February 2023

### **About Our Charity**

The Upper Room was established in 1990 as a Soup Kitchen at St Saviour's Church in W12. It has evolved significantly over the years and now runs four joined up support programmes, operating under the **UR4** banner:

- **UR4 Meals** prepares and serves 80 – 120 free meals per day to eat in or take away. Within this programme we also make sure our dining guests who will be a mix of homeless, rough-sleepers, socially isolated, people in hardship also have access to a range of other services. These include: general health and wellbeing, housing support and advice on claiming qualifiable benefits.
- **UR4 Driving** enables young vulnerable adults and people with previous convictions to access free driving lessons and take up to two theory and two practical driving tests. Through this programme each student also acquires a range of other life-skills and learns to associate the consistent discipline of learning and reliability with positive and sustainable life choices. This is an award-winning programme which is now being rolled out in South London with view to expanding to other London areas.
- **UR4 Jobs** supports vulnerable young adults and people with previous convictions in gaining both the training and qualifications needed to access regular employment. Each student is closely supported by a Job Coach who provides guidance and hands-on help with searching and securing employment.
- **UR4 Counselling** plays a vital role in supporting the people we see who are really struggling to see any way forward for themselves. This is a bi-lingual service (Polish and English) and has proved highly beneficial to our clients.

We receive no government or local authority funding, so everything we do we have to raise money for through grant applications, events and other fundraising activities. Our main site is in Shepherds Bush, W12.

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### **Internship Duties & Responsibilities**

This is a hands on role that is suited to a final year marketing student or recent graduate with some previous experience in this area. Tasks include:

- Create and upload copy and images for the organisation's website
- Support the writing and distribution of email marketing campaigns
- Provide accurate reports and analysis

- Research new online media opportunities that may benefit the business including mobile, social media, development of blogs and forums
  - Design website banners and assist with web visuals
  - Communicate with clients, affiliate networks and affiliate partners
  - Conduct keyword research and web statistics reporting
  - Contribute to social media engagement and brand awareness campaigns
  - Use web analytics software to monitor the performance of client websites and make recommendations for improvement
  - Contribute to company and industry blogs and manage e-communications
  - Assist with paid media, including liaising with digital advertising agencies
  - Develop and integrate content marketing strategies
  - Keep up to date with current digital trends
  - Manage the contact database and assist with lead generation activities
  - Negotiate with media suppliers to achieve the best price for clients.
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### **Person specification**

#### **Essential:**

- Excellent operational knowledge of social media and its mechanics (how to optimise communications and content, analytics etc)
- A passion for social media and gaining visibility
- A good work ethic and ability to use initiative
- Empathy with our cause – supporting the homeless, disenfranchised, vulnerable people and ex-offenders

#### **Desirable:**

- Working on a business, marketing, social services or health-related qualification
- Able to commute to our offices in W12

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*This section to be completed by Roehampton University*

#### **To Apply:**

Please visit CareerLink via the following link: <https://roehampton.careercentre.me/u/5pnu9eho> and then click 'Apply here' which will take you to the Santander platform. If you have any questions, then please feel free to email: [internships@roehampton.ac.uk](mailto:internships@roehampton.ac.uk)

#### **Closing date:**

*We reserve the right to close this opportunity early should sufficient applications be received prior to the closing date.*