



Marketing Internship

**Fixed term 5 month internship (June to November/December).
3 full days per week (days can be flexible, ideally between Sunday and Thursday).
Salary: Minimum wage (according to age)**

Background

Kelmarsh Hall & Gardens is a Grade I Listed stately home set in a Grade II* Registered Garden and Park, surrounded by 3,000 acres of estate. The Kelmarsh Trust, an independent charity, was set up in 1982 to protect and conserve the Hall and surrounding buildings and natural environment and welcome visitors for enjoyment and education.

Role description

This is an exciting opportunity to gain experience in the heritage sector. We are looking for an enthusiastic and creative intern to work with the Kelmarsh Trust team to assist with our marketing and publicity.

As our Marketing Intern you will assist in designing and delivering current and future marketing campaigns for events and promotion as well as undertaking other responsibilities leading to developing an on-going marketing strategy.

This may be your first role in the heritage or heritage marketing. Prior marketing or heritage experience is not required as a full induction and training will be given.

You should be adaptable and able to work on your own initiative and as part of a small team. IT literate, and ideally with some knowledge of popular social media channels, you will be creative and bursting with ideas. You will have excellent written communication skills and the ability to research a broad range of topics and to present them in an engaging way, tailoring them for our different audiences.

From creating engaging social media campaigns, ensuring our visitors hear about our events and assisting in establishing a long-term strategy this is a great opportunity to gain an understanding of the heritage sector in an independent charity. You will gain practical and transferable experience that can be applied in the heritage or tourism sectors.

Responsibilities include:

- Conducting a marketing audit and identifying areas for improvement and development.
- Assisting with the development of marketing materials and campaigns for 2016 and 2017 events and on-going promotion. This will include designing posters, leaflets, social media posts and writing press releases.
- Creating and maintaining a press list, which would include local and national television, radio and press.
- Updating the e-marketing database and assisting in collating and publishing the regular e-newsletter.
- Regularly researching social media trends and seeking out publicity opportunities.
- Working with the CEO, Fundraising Manager and Visitor Services & Volunteer Coordinator to develop a four year marketing strategy, informed by our Heritage Lottery Funded project activity plan to cover the period from the opening of the project in 2017 to legacy in 2020.

Applying for this role:

If you are interested in applying for this internship, please email visitoradmin@kelmarsh.com to request the application form and person specification.

Closing date and interviews:

The closing date for applications is 10am on Monday 6th June.

Interviews will be held week commencing 13th June.