**Graduate Internship Programme – Employer Job Description**

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| **Job title** | Marketing, Outreach and Events Assistant (DSL) |
| **Organisation** | Drama Studio London |
| **Line manager who the intern will report to** | Carolyn Hartvigsen and Lynn Howes |
| **Is this role hybrid working or permanently onsite at your company?** | Onsite |

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| **Please provide a one sentence description for advertising the role on the GI website** |
| An opportunity to gain practical experience within an arts and HE setting, undertaking a wide range of support tasks to assist us in fulfilling our marketing, outreach, and quality assurance goals. |

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| **Main purpose of the job** |
| The aim of the internship is for the post holder to gain employability skills and experience of working in a professional working environment and an understanding of aspects of the business.  The post is to provide support for ongoing research projects for Drama Studio London.  The post-holder will assist with the planning and coordination of research studies and will be involved in data collection, analysis, and support for some of the administrative aspects of the research e.g., preparation and distribution of reports and data.  Graduate Interns will be supported throughout their internship with a programme of development and evaluation. |

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| **What you will gain from this internship** |
| * Experience of following brand guidelines and tone of voice expectations across a range of platforms * Hands-on experience of marketing approaches for student recruitment and brand awareness * Practical experience of event management including publicity, customer relations and front-of-house tasks * Specific experience of the QA expectations within vocational training at HE level * An understanding of the landscape of the performing arts and related industries in the UK |

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| **Key areas of responsibility** |
| * Data collection and management of graduate destinations and alumni activity * Preparing articles and reports including case studies and statistics * Assistance with the preparation and publication of digital and printed materials * Shared responsibility as the first point of contact for prospective students and other key stakeholders * Occasionally representing DSL at events |

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| **Skills/knowledge that would be desirable** |
| Essential:   * Excellent communication skills * Working knowledge of Microsoft Office packages including Excel, Word, PowerPoint, and Teams * Demonstratable organisation skills and the ability to show discretion   Desired:   * Interest in the arts – specifically drama * Working knowledge of Canva for basic design and graphic editing * Experience of creating content for Social Media platforms |

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| **Recruitment criteria** |
| Graduate must have completed an undergraduate degree, BA/BMus/BSc/BEng/LLB etc. and be from the summer graduating class of June/July 2023. |

Updated: Jan 2024