**ROLE DESCRIPTION**

**Business Links - Communications and Marketing Graduate Internship**

**Context**

Spark! is a partnership between education, business and community organisations. Established in 1980, we support the preparation of young people for adult and working life, and relate this to the opportunities and needs within the local community and economy.

Our work helps to raise the achievement of all our young people in London Borough of Hounslow and beyond, improve their employability, develop their ability to play a positive role in the society they live in and contribute to the social and economic well-being of the whole community.

Spark! was recently recognised as one of the top Education Business Partnerships in the country, rated “Excellent” under the Award for Education Business Excellence accreditation scheme. Institute for Education Business Excellence Chief Executive said: “[Spark is] leading the way in education and business partnership.”

The Business Links service offers creative and innovative activities that use the context of work related experiences to introduce young people to learning about business and working practices, as well as the skills for work. The service is funded through a rolling Service Level Agreement with schools in Hounslow borough that is reviewed annually. The Business Links Team works in partnership with schools and local businesses to organise activities such as, Enterprise Challenges, Mock Interview Days, Career Fairs and many more to raise the aspirations, motivation and achievements of young people.

The post holder will work as part of the Spark! delivery team staff at GSK House in Brentford. The post will ideally suit self-motivated individuals that enjoy being part of a small but effective and dynamic team with the support of a wider organisation and an active board of trustees.

**Role Details**

Role title: Communications and Marketing Internship

Unit: Business Links based at GlaxoSmithKline’s Brentford HQ, but may be required on occasion to work at other site at The Clock Tower EMC2 (Brentford)

Line manager: Ruby Mir – Business Links Coordinator

**Role purpose**

**Tasks:** You will be part of a team of four interns working together to gain valuable work experience whilst helping a dynamic charity develop. You will work closely with the Business Link Team and members of the Senior Management Team, on a range of tasks including:

Events:

- Assisting in the management and organisation of events in schools

- Collating invitation lists;

- Liaising with community partners;

- Promotion and marketing events;

- Collating student feedback

- Promoting Spark! at events; and

- Gathering material for events (Spark! programmes, information and flyers).

PR and Marketing:

- Writing news releases;

- Researching journalists/publications;

- Helping to organise media visits to Spark! activities and events;

- Ensuring that Spark! promotional material and information is kept up-to-date;

- Thinking of creative ideas for marketing Spark! activities locally and regionally; and

- Writing website posts/updating Facebook, Linked In and Twitter.

General Administration:

- Tracking current affairs/relevant news stories;

- Keeping relationship database up-to-date; and

- Answering general telephone and email enquiries.

**Qualifications required:**

- Degree

**Skills/Personal Qualities required:**

- Flexible, self-motivated and hard-working individual who will work well in a dynamic and creative team in a fast-moving environment

- Excellent written and oral communication skills – a good telephone manner

- Good IT skills, including confidence with Microsoft Office applications and online resources

- Good organisational skills, creative thinking and a passion for the development of young peoples’ employability skills

**Other information**

Hours: Typically 9am-5pm

Length of internship: 3 months

Start date: Immediate

Expenses: Lunch and travel (within London) to pre-agreed budget

**Application**

CV and cover letter to [ruby.mir@hounslowebp.org.uk](mailto:ruby.mir@hounslowebp.org.uk)

Applications are received on a rolling basis, with interviews for the next intern intake a month before start dates, which are usually at the beginning of each quarter.

We would also encourage candidates to complete our Equal Opportunities monitoring form.

**Further information**

Spark! London website

[www.sparklondon.org](http://www.sparklondon.org)