

JOB DESCRIPTION

Job Title	Intern – supporting marketing and CSR activity
Reporting to	Account Manager or Senior Account Manager
Location	South-West London
Contract Type	TBC

The Company

National Schools Partnership was founded in 2004 by Mark Fawcett, and from the start his aim was for the company to become a unique marketing agency that used education to engage with children and families to achieve marketing results. We have grown quickly over the last 6 years and now employ 17 staff who deliver campaigns for public sector and commercial clients including Innocent, Twentieth Century Fox, National Literacy Trust, Lloyds TSB, Renault, Johnson & Johnson, L'Oreal, British Council, Learn Direct, Lego, and Virgin as well as major agencies including Carat, Iris, Consolidated and Chemistry.

We combine educational expertise with strong consumer marketing skills and school support to provide excellent marketing and socially focused campaigns to companies, public sector organisations, charities and major agencies. We were established with the unprecedented backing of educational bodies to support brands and charities wanting to reach and engage family households. Our work and campaigns focus on delivering the brand, sales or social impact that clients are seeking whilst benefiting schools at the same time.

- We work as a specialist agency providing knowledge and experience to brands in order to reach into the school community and the family market.
- We provide educational resources for schools as part of the campaigns we carry out for clients.

National Schools Partnership also offers a wide range of skills and services so we can offer maximum support to our clients based on their individual needs. These services include consultancy, research, education content, schools partnership marketing, digital, live and school relationship management.

Job Purpose & Key Responsibilities

We seek a confident individual to join our fun and talented organisation. This is a great opportunity to get involved in many elements of running a marketing campaign. The Account Managers and Senior Account Managers will support and teach you throughout the internship and your main responsibilities will be:

- Supporting the Account Teams in campaign delivery
- Liaising with external suppliers and negotiating quotes
- Desk research and general administration
- Assisting the new business pitching process

This role will be suitable for an ambitious, creative and organised individual. We are looking for a personable, enthusiastic, flexible and friendly individual to join our team.

Main tasks

Project & Account Coordination

- Support the team with day to day activities
- Organising and producing contact reports for client and internal meetings
- Producing and monitoring campaign timing plans
- Monitoring agreed project budgets
- Assisting in briefing creative and education projects
- Creating and maintaining status reports
- Assisting in focus groups and brainstorms and writing up of the reports
- Liaising with external suppliers
- Desk research and general administration
- To be involved with the research of new business proposals and tenders
- Assisting in case study preparation

Skills you will learn during your internship

- Project management in an agency environment
- Time management and experience of working to deadlines
- Verbal and written communication
- Effectively briefing creative work
- IT Skills (Word, PowerPoint, Excel)
- Basic marketing principles

Personal Profile

Education, Experience, Preferred Knowledge & Technical Skills

- Degree level qualification, preferably with work experience in a marketing environment (though this is not essential)
- Excellent verbal and written communication skills with good presentation skills and a confidence to engage with clients and agencies
- Excellent attention to detail and used to working to deadlines
- Computer literate and confident with database use
- A passion and keen interest in marketing and education. The ability to work autonomously, in a highly organised manner, with good time management skills. A pro-active thinker who wants to learn and be given responsibility
- The ability to work calmly under pressure, remaining professional and keeping your sense of humor at all times!

Further information

- Contact Kim Bashford – kbashford@nationalschoolspartnership.com or 020 7198 8338