

## Digital Marketing Intern

The National Skills Academy for Rail (NSAR) is an organisation established to enable the sector to deliver a modern and efficient, world-class railway through the development of a highly skilled and productive workforce. Reporting to the Marketing Manager & Project Manager, the assistant will provide support directed at enhancing customer/client engagement by supporting integrated marketing campaigns, managing social media channels and expediting administrative tasks.

### Primary responsibilities:

- Management of social media channels ensuring relevant content is pushed daily;
- Undertaking weekly reporting on marketing KPI's ensure the NSAR performance is tracked and recorded;
- Amends and updates to NSAR website content;
- Conducting market research and analysing i.e. questionnaires and data mining;
- Arranging materials and logistics for NSAR & external events;
- Maintenance of CRM Database;
- Support Marketing Manager in the planning and delivery of marketing campaigns.

### Essential attributes:

- 5 + GCSE's preferable (English compulsory);
- Competent in with Microsoft windows package i.e. word, excel, powerpoint;
- Familiar with social media platforms (twitter, Linkedin, Facebook, Instagram, YouTube etc);
- Demonstrable ability to multi-task and adhere to deadlines;
- Well-organized with stakeholder-oriented approach.

### Personal attributes:

- Ability to work with minimum supervision and meeting deadlines
- Flexible and organised
- Team player

*Initially a full-time Internship for 6 – 8 weeks with Travel Card and £5 luncheon allowance, with the view to extending to a fully funded and salaried Level 3 Digital Marketing Apprenticeship.*

**Location** – London

**Closing date** – 31<sup>st</sup> October 2019

Please send your cv and covering letter to Laura Harris, HR Manager  
([laura.harris@nsar.co.uk](mailto:laura.harris@nsar.co.uk))