### Job Title:
Student Membership Administrative Intern

### Responsible to:
Student Membership Manager

### Job Purpose:
To provide administrative support for the Student Membership team. The role holder will build effective relationships across all departments of the IoD most notably membership, marketing, commercial and web team to ensure student members are communicated with in a timely and effective manner and receive valuable national engagement.

### Key objectives/responsibilities:

#### Technical – online and email
- Creation of regular broadcast email communications using Dotmailer
- Update of student pages online
- Conception and development of new functionality such as interview videos, webcasts, presentations.

#### Communications
- Creation of relevant copy ‘in voice’ and ‘on message’ for various platforms including Director / IoD News; student email, web, Regional News.
- Maintenance of student Twitter/ LinkedIn/ Social Media Platforms - policies and accounts.
- Provision of case studies and exemplar for PR and ongoing media interest.
- Provide content and copy for external partnerships and collaborations with opportunities to promote to student audience.
- Copy and design for potential future marketing collateral.

#### Event Management
- Assisting in the creation and running of events, including booking administration and marketing promotion
- Assisting with key flagship events and initiatives, such as the IoD Student of the Year award, student package for the annual convention etc.

#### Account Management
- Support in maintenance of strong and communicative relationships with administrators and decision makers at participating universities where required.
- Support of any local feedback and monitoring systems.
- Attendance at progress meetings with Universities where required and alongside local representatives (Branch Chairmen or Regional Directors)
- Assist with all available steps to ensure future renewal and growth.
- Maintain engagement reports.

#### Internal Liaison
- Alert to opportunities for student promotion or benefits within the activities of other IoD departments such as Policy, Commercial, Editorial and PD
- Management of Regions & Branches student activity including monitoring of student event engagement and bespoke student events.
- Provision of guidance / suggestions for standardised events such as Networking Masterclass / Inspirational Entrepreneurs Evening / Launch Events etc.

#### Member Administration
- Liaison with Membership Ops to ensure smooth flow of processing membership data and provision of membership cards and welcome packs
- Issue of introductory and welcome email
- Respond to calls, emails and all queries from Student Members or other relating to IoD Student Membership.
Key Relationships:
- Participating Universities at both decision maker and administrative level.
- Regional offices and volunteer branch committees who support key local engagement.
- Student members.
- Steering committees.

Hours: Monday to Friday, 9am – 5pm (Flexibility required for out-of-hours events)

Location: 116 Pall Mall, London (some UK travel for university events and meetings as required)

Person Specification

Key Personal Attributes
- Shows an excellent ability to build and maintain strong internal and external working relationships, including those with very senior figures, with professionalism, warmth and trust.
- Creative and enterprising mind that can see and maximise opportunities for beneficial collaboration internally and externally whilst always safeguarding the integrity of the IoD brand.
- Must be organised, methodical and diligent in maintaining records and implementing systems to monitor success, engagement and feedback.
- Will be passionate, persuasive and diplomatic in ensuring the internal value placed on the IoD Student Membership project and its successful integration within the IoD brand and services.

Qualifications/Experience:
- Student or graduate of any discipline with some experience or keen interest in business, email marketing offline marketing activity.
- Some marketing and copy writing experience will be a benefit.

Knowledge/Skills:
- Technically proficient in all standard Office operating systems in addition to experience in online content management systems or web/html design.
- Have strong written and oral communication skills in all aspects from formal writing, PR and presentation through to social media.
- Shows ability and willingness to develop web design and editorial competency.