

ENTERPRISE PATHWAY INTERN RESEARCH & KNOWLEDGE EXCHANGE SERVICES 12h PER WEEK FOR 8 MONTHS

Salary scale equivalent to £8.45 per hour

Work Pattern: flexible around university work / needs of business

Applications close at **midnight Tuesday 26th June 2018**. Interviews for this post will be held on **Thursday 5th July 2018**.

Nature of Appointment

A student intern is required end of July 2018 until the end of March 2019 to provide marketing, event and administrative support to the University of Strathclyde Enterprise Team and the Enterprise Pathway programme.

Over the course of each academic year the University's company creation resource - Strathclyde Entrepreneurial Network (SEN) - runs a range of programmes to identify and cultivate entrepreneurial talent within the university. The Enterprise Pathway is SEN's flagship entrepreneurial training and development programme; encouraging students of all faculties and levels of study to explore entrepreneurship, enhance employability and build knowledge of business start-up through practical application.

Working with the Enterprise Programmes Officer you will undertake a variety of marketing, event and administrative related tasks: working towards set targets in relation to the Enterprise Pathway programme and creating an effective marketing plan to promote the programme to students and researchers across the University of Strathclyde.

This is an exciting opportunity for students interested in enterprise, entrepreneurship and marketing. The post is 12 hours per week for 8 months.

Main Duties

- Create and implement an effective integrated marketing plan that work towards a number of strategic goals and targets to ensure that the programme is effectively marketed to targeted audiences across the University. This includes utilising a variety of marketing tools including but not restricted to:
 - Website
 - Social media
 - Class shouts
 - Mailing lists
 - Marketing materials
 - University campus screens
 - Case studies/videos
 - Fresher's week / Postgraduate Researcher induction day
- Support in administrative tasks throughout the Pathway programme cycle.
- Report on marketing efforts and summarise feedback & recommendations.
- Other activities as assigned by the Enterprise Programmes Officer.

Person Specification

- Be a matriculated student at the University of Strathclyde for the next academic year (2018/19).

- Have strong verbal communication skills with proven ability to communicate with a wide range of groups and individuals.
- Be able to work accurately, dependably and to follow instructions when required.
- Have strong organisational and planning skills with proven ability to successfully manage a project.
- Be able to deal professionally and courteously with staff/service users and colleagues at all times.
- Have excellent time management skills with proven ability to meet deadlines.
- Have a proven track record of confidently working with social media via your degree or in previous employment. (incl. Facebook and Twitter).
- Have experience or knowledge of marketing including; planning, developing publicity materials and utilising various communication tools.
- Have strong IT skills with ability to use MS Office (Word, Excel, Access, PowerPoint, Outlook) packages.

Desirable attributes include:

- Knowledge of Strathclyde Entrepreneurial Network (SEN).
- Experience of using a content management system (website updates) and online databases [Please note, training will be provided].

Application Process

Apply for the role with a CV and covering letter. Please ensure you take into account the job description and person specification and make it clear how you could fit within this role when completing your CV and covering letter. On your covering letter please state:

- Why you are attracted to this internship and what you aim to gain from the internship.
- What skills, abilities, knowledge and experience you will bring to the internship.
- How this internship will help you with your future academic and career goals.
- How you found out about the internship.

Applications close at **midnight, Tuesday 26th June 2018**. Please submit your application via email to enterprise@strath.ac.uk with the subject title "Enterprise Pathway Intern Application".

Interviews for this post will be held on Thursday 5th July 2018. If you are unable to undertake an interview on this date, please state this on your cover letter.

If you are invited to interview, you will be asked to prepare a 2 minute verbal presentation, showcasing how you would conduct a class shout out to advertise the Enterprise Pathway programme (you will not be expected to produce a PowerPoint presentation). Please be prepared to talk about your thoughts behind your delivery of presentation. You will also be given a task within your interview time slot (guidance provided on the day).

If you are unsure how to structure your CV or Cover Letter, please take a look at these resources: <http://www.strath.ac.uk/careers/apply/yourcv/writingeffectivecvs/>

Informal enquiries about the post can be directed to Eleanor Mackay, Enterprise Programmes Officer (eleanor.mackay@strath.ac.uk / 0141 548 3185).

The University is accredited as a “Positive about Disabled People” employer and operates a guaranteed interview scheme for disabled candidates who meet all the essential criteria as indicated in the Equality Act 2010.

If you consider yourself to be disabled as defined by the Equalities Act 2010 and as such, wish to be considered under the scheme, please indicate in your covering letter and note any adjustments that you are aware of that might reasonably be undertaken by the University that would enable you to attend an interview.