



LONDON SPORT JOB DESCRIPTION AND PERSON SPECIFICATION

Job Description:

Job Title:	Marketing and Communications Intern
Salary grade:	£18,600, London Living Wage
Reporting to:	Head of Marketing
Duration of contract:	Fixed period of 12 months (starting 16 July 2018)
Hours of work:	Full time, 35-hour week and may include some evening times and weekend working as required.

About London Sport:

We are London Sport.

Our vision is to make London the most physically active city in the world – not through sport for sport's sake, but sport helping London to continue to grow and prosper by realising all the health, social and economic benefits of a more active population.

Our target is to get 1,000,000 Londoners more active by 2020 by collaborating with organisations throughout the city and nationwide on innovation, efficiency and diversity to improve opportunities for Londoners to lead more active lives.

That's what drives us on, and it's why with the support of the Mayor of London, Sport England and London Councils, we were created to make physical activity and sport work better in London.

Eligibility:

Applicants should be at university and looking for an internship in industry as part of their course or graduating from college in 2018. This role is suited to those who are studying for a degree in the fields of sports, marketing, communications or business. By applying for the role you are stating that you are eligible to work in the UK for the duration of the contract. London Sport is unable to apply for a Certificate of Sponsorship for this type of role. There can be no guarantee of securing further employment with London Sport when the fixed term expires.

Purpose of the post:

The purpose of the role is to develop the post holder's skill sets in marketing and communications and to provide the opportunity to put their academic experience into practice within the sports industry. The role will support the Head of Marketing and wider External Relations team with communicating about London Sport and the work of its partners and sector.





Main activities and responsibilities:

1. To support the delivery of high quality publications, marketing materials and digital communications as key components of the London Sport strategy.
2. To undertake specific digital communication projects and drive their implementation across the business, with a particular focus on social media.
3. To act as the first point of contact for marketing and communications enquiries to London Sport and respond or refer as appropriate.
4. To take, produce and distribute minutes from meetings.
5. To support the further development and maintenance of London Sport's social media accounts and to proactively suggest innovative ways to maximise these channels.
6. To support press and media related activity in line with London Sport's strategy.
7. To maintain electronic and paper records, files and databases for the team and for collecting and reporting monitoring and evaluation data.
8. To support the Head of Marketing and Head of Corporate Communications.
9. To attend training and development opportunities relevant to the post and/or self-development objectives.
10. To ensure self-development of skills and knowledge as required by the role.
11. To continually seek best practice and strive to identify and implement service improvement.
12. To support the successful delivery of London Sport events, with a focus on the marketing and communication of them.
13. To support the management of London Sport's brand, and associated brands.
14. To undertake other duties that may be assigned by the Head of Marketing, Head of Corporate Communications, all Directors and the Chief Executive Officer.

Location:

The role will be located primarily in London Sport's office in central London but travel to attend meetings and carry out other work-related duties will be required across the whole of London and occasionally beyond.





Selection Criteria:

- A. Eligibility as above
- B. An understanding of how to market a product or service
- C. An understanding of sports development
- D. Experience of using new media / social marketing
- E. Experience of responding to and dealing with enquiries
- F. Experience of collating and editing information for publication/promotional purposes
- G. Excellent organisational and time management skills
- H. Excellent verbal and written communication skills
- I. Computer literate to an advanced level using the Microsoft Office suite, as well as online tools and programmes
- J. Excellent interpersonal skills
- K. Ability to work as part of a team and on own initiative, with minimum supervision
- L. Good levels of literacy and numeracy
- M. Committed to developing physical activity and sport
- N. An understanding of and commitment to equal opportunities

How to Apply:

To apply for this position please send a completed application form outlining your suitability for the role to hr@londonsport.org by 23:59 on Sunday 14 January 2018.

Interviews will take place from the week commencing 5 February 2018.

