

Summer interns – role profile

To maximise the Irish autumn 2019 intake, the Griffith College marketing team is recruiting for one paid sales and marketing intern for its admissions team, to be recruited to start early June, finishing end September to align with the peak intake period.

Their primary role is to assist with converting as many applicants as possible during the autumn intake – in particular, following up on missing documents and assisting with phone calls to all applicants and enquiries.

Other key objectives for the candidate is assisting the marketing team with nurturing campaigns, CRM and promotional activities

The interns will receive training so they can assist in these activities.

The intern will at the outset be assigned to work primarily with the sales administrator.

Duties:

- Contacting all live applicants on a weekly basis, primarily by phone but also by email, text and other channels as advised by the sales supervisor and head of marketing;
- Follow up on CAO and direct applicant and enquiry phone calls as advised by the Sales Manager;
- Oversee CAO mail outs, including assistance with printed material for same (fee sheets, information packs etc);
- Follow up on all missing docs as advised by the Sales Administrator.
- Attend college workshops, open days and third party events during June to September, including the 3-day Higher Options fair in mid-September;
- Assist with website updates, news items and social media posts;
- Assist with campus tours for new applicants;
- Utilise our CRM platform to create nurturing campaigns for potential students to get them through the funnel
- Conduct Market Research on certain faculties/study modes as required
- Conduct customer feedback with students to provide learnings and best practice
- Visit competitor open days to assess numbers and potential new ideas for GC's events.
- Evening hours may be required during peak periods. This will be notified to the interns well in advance.

Hours of work: 20hrs per week (Monday to Friday)

This job description is not to be regarded as exclusive or exhaustive. It is intended as an outline of proposed areas of activity and will be amended in the light of the changing environment within the Faculty and the College.

Griffith College is an equal opportunities employer. Candidates must be eligible to work full-time for any employer in Ireland.

We thank everyone for their applications, however, only candidates selected for interview will be contacted.

Please send your CV to emily.watts@griffith.ie