

Graduate Business Partnership (GBP) 2020

The Graduate Business Partnership is a project-based placement scheme organised by the University of Exeter. The scheme places recent graduates with local organisations for between 8 weeks and up to 23 months. During the placements the graduate receives training from the University.

Application process:

You can apply to any of the placements by submitting an [application form](#) to internships@exeter.ac.uk for each vacancy detailing your suitability to the project. Your application form will be forwarded to the host organisation. If they are interested in you they will then contact you directly and arrange an interview.

Graduates from any UK university with the right to work in the UK may apply.

We respectfully request you do not apply for these roles directly with the employers as this will result in a lack of information for internship agreements and may mean the University loses revenue from a management fee.

Below are the projects we are currently advertising. Please check the website for any updates: <http://www.exeter.ac.uk/careers/graduates/gbp/>

GBP 5214 Student Communications Assistant

Location: Remote Working/Exeter

Salary: £18,812 per annum

Closing Date: Thursday 13th August 2020

Internship Scheme and Reference Number:
GBP 5214
Job Title:
Student Communications Assistant
Location:
Remote Working until restriction ease then in the workplace in Exeter
Advertisement Closing Date:
13/8/2020
Interview Date:
21/8/2020
Internship Start Date:
7/9/2020
Internship End Date:
6/9/2021

Working Hours and Pattern:

36.5 hours per week

Salary:

£18,812

Job Summary:

A graduate is sought as a Student Communications Assistant for the University of Exeter. The role involves creative contenting for newsletters, press releases, emails, web pages, blog articles & presentations. This 12 month role is remote working initially, then Exeter once COVID restrictions lift.

Job Description and Person Specification:**Main purpose of the job:**

The post holder will join the Student Communications Team to support student communications and engagement activity across the University, working closely with current students throughout.

The team supports a full range of key campaigns such as promotion and use of student feedback, wellbeing, the National Student Survey and partnership in education. At this moment ensuring that new and returning students are informed and prepared throughout the upcoming academic year in the context of the continuing COVID-19 crisis.

The post-holder will report to the Student Communications Manager and will be part of the Student Communications team.

The Communications Assistant will support the implementation and delivery of a number of project level plans/campaigns and will be required to support the Student Communication Manager to manage and execute significant aspects of these communications plans/campaigns. This will include generating news stories, social media, writing copy for publications and websites, writing emails, administrative support, co-ordinating feedback and queries and monitoring and reporting the effectiveness of campaigns.

The post-holder will also support the development and dissemination of student-led content, including videos, web pages, campaign materials, social media campaigns and events.

Main duties and accountabilities:

- Support the Student Communications Manager in the development and execution of the Student Communications and Engagement Plan for 2020/21
- Collate and produce creative content, including editing and proof reading, for newsletters, press releases, emails, web pages, blog articles and presentations.
- To ensure that the needs of students and feedback and suggestions from current students are at the heart of all our planned activity, including leading on testing proposals and gathering data and feedback on the student communications and engagement experience, and working closely with the Students' Guild and Students' Union as representative bodies.
- Source information from colleagues across the university where appropriate, building and maintaining relationships and ensuring contributions are received to deadlines.
- Support the Student Communications Manager through administrative duties and to create and deliver a range of communications in line with their communications planning.
- Support the Student Communications Manager to manage and continually improve a suite of internal and external communications channels.
- Support the Student Communications Manager and Student Media team to create content for internal and external communications channels.
- Support the development and management of core communication documents and communications toolkit materials, including emails, articles, posters, digital and web material.
- To manage and co-ordinate all queries in relation to projects, ensuring logs are kept up-to-date and weekly reports are created.
- To maintain and develop project specific webpages ensuring the website contains up to date and relevant information.
- To edit and rewrite content of web pages as required and action recommended editorial improvements to a number of publications and websites.
- To work alongside the Press Team and Community Liaison Officer to ensure external communications are regular and up to date.

- To work alongside members of the Digital Team to keep specific internal/external facing web content up to date.
- To work with the Student Communications Manager to devise and deploy communications across all platforms and track the effectiveness of those efforts.
- To work with other departments in the University to support both project communications and engagement across all platforms.
- To support the Student Communications Manager and Social Media team to deliver an effective social media engagement strategy using, for example but not exclusively, Facebook, Twitter, Instagram and YouTube.
- To be able to work as part of a specialist team and to work positively and successfully with other members of the communications team (communications officers, Student Communications Manager, web and digital managers, designers and communications assistants, project managers); as well as with other colleagues/teams working at the University.
- Provide communications administrative and operational support to the Student Communications Manager as required, and to help ensure all communications activities and messages are delivered effectively.
- Provide support for event diary management, team meetings, planning meetings and event co-ordination.
- To be an agent of change and cultivate a style that is outward looking, keen to innovate and dedicated to delivering a high quality, customer focused service.
- To be able to deal with multiple tasks, to prioritise, adapt and respond appropriately and with the degree of immediacy required in any given situation.

This job description summarises the main duties and accountabilities of the post and is not comprehensive: the post-holder may be required to undertake other duties of similar level and responsibility. All team members are required to work flexibly and across other teams as required on projects and other pieces of work.

Person Specification

Essential:

Attainments/ Qualifications:

- A degree from a UK university in the last 3 years.

Experience & knowledge:

- Ability to work effectively under pressure and to deadlines
- Understanding of propriety in communications
- Understanding of communications plans
- Understanding of the Exeter student experience and the requirements of our students

Skills:

- Excellent written and oral communication skills, including copywriting, and editing for different audiences, writing complex emails, as well as writing for the web and social media platforms
- Ability to deliver on plan / deadline
- Excellent interpersonal skills
- Ability to build relationships
- Good IT user skills, including MS Office and web page editing
- Networking and developing contacts
- Attention to detail

Behavioural Characteristics:

- Ability to motivate and generate enthusiasm in others
- Confidence to present knowledge and expertise to others
- Be self-motivated and use initiative to find solutions / deliver on a task

Other Requirements

- A finalist or recent (within last 3 years) graduate of a full undergraduate or postgraduate degree from a UK university (or if you have attended a British university on ERASMUS programme).
- Available for full time hours and employment between the start and end date.
- The Right to Work in the UK for the full duration of the internship. We welcome all applicants and the diversity they bring, however immigration legislation will not currently allow the University to apply for a sponsorship certificate for GBPs.
- This GBP cannot be used as a full-time Year in Industry student placement.

- You cannot apply for another GBP at the University of Exeter if the duration of the GBPs go beyond 23 months in total.

Desirable:

Experience & knowledge:

- Experience of creating communications plans
- Experience of working with web content management systems
- Ability to conceptualise film, animations and graphics for use in student media.
- Experience of producing, filming and editing videos, producing animations and/or creating graphics

Skills:

- Sound analytical and organisational skills
- Planning skills

GBP 5206 Marketing Assistant (Audience Development)

Location: Exeter

Salary: £18,812 per annum

Closing Date: Friday 4th September 2020

Internship Scheme and Reference Number:
GBP 5206
Job Title:
Marketing Assistant (Audience Development)
Advertisement Closing Date:
4/9/2020
Interview Date:
w/k beginning 14/9/2020
Internship Start Date:
28/9/2020
Internship End Date:
27/9/2021
Working Hours and Pattern:
36.5 hours a week
Salary:
£18,812 per annum
Job Summary:
A Marketing Assistant is required by the Royal Albert Memorial Museum & Art Gallery, in Exeter. The role is to raise the profile of the museum and its exhibitions, collections, public programme events, fundraising activities, engagement projects & other initiatives. This is a 12month GBP internship.
Job Description and Person Specification:
COMPANY/DEPARTMENT INTRODUCTION
Summary of company: RAMM is a service of Exeter City Council, its major funder. RAMM is a National Portfolio Museum funded by Arts Council England until 2022. Following a major redevelopment project the museum re-opened in December 2011 and now employs 58 staff. The re-displays have gained wide critical acclaim and in June

2012 RAMM received the UK's most significant sector award the Art Fund Prize for Museum of the Year 2012. It welcomes over 250, 000 visitors a year.

In 2018 RAMM celebrated its 150th anniversary of being open to the public. RAMM originally housed different institutions which can still be traced in Exeter such as the library and the Devon & Exeter Institution. RAMM was founded through public subscriptions as a memorial to Prince Albert after his death in 1861.

Awards and standards achieved by RAMM include Museum of the Year 2012, the national Designation Scheme, the Accreditation Scheme for Museums in the United Kingdom and Inspiring Learning for All. Other awards include: Devon Tourism Awards 2017 (Gold in Large Attraction of the Year, Silver in Access and Inclusivity, Bronze in Artistic Cultural and Learning Experience), TripAdvisor Certificate of Excellence 2017, and Top Family Favourite Attraction in the Exeter Baby Activities Awards 2017.

If successful you will be employed by the University of Exeter on these [terms and conditions](#) and seconded to the RAMM.

JOB DESCRIPTION

Purpose of Role:

This role will primarily involve supporting RAMM's Marketing Officer and the wider Audience Development team in marketing a stimulating and varied programme of events and activities aimed at a broad range of audiences.

The Audience Development team is responsible for:

- All publicity, promotion, communications and design work relating to all museum activity including temporary exhibitions, events and activities.
- Programming and ensuring the successful delivery of all participatory events, including the public programme (talks, tours, demonstrations, workshops, classes, family activities and special events including films, music, dance, etc) and private and corporate hire events.
- Partnerships, programmes of work and projects relating to engagement of targeted and harder to reach audiences e.g. people with dementia and their carers, Exeter's Deaf Academy, older people in sheltered housing, and people with mental health issues, etc.
- Corporate and private hire of all museum spaces.
- The museum's volunteer programme which includes 140 volunteers who contribute 14,000 hours a year to activity across the museum service.
- The museums skills development programme.

Main Internship Duties and Responsibilities:

Providing marketing assistance to the Marketing and Communications Officer, including:

- Assisting with the marketing of events and activities within the museum and art gallery.
- Writing engaging content and developing innovative ideas for social media campaigns aimed at broadening our audience base in line with our culture segments.
- Supporting the marketing officer in implementing marketing campaigns
- Email marketing – sending out email newsletters and targeted communications
- Gathering data using RAMM's Customer Relationship Management System and booking system as well as from visitor surveys and other sources.
- Content generation – researching and writing news stories
- Websites – researching websites, updating RAMM's website and providing content for listings websites
- Print – overseeing production of quarterly What's On Guide
- Distribution – overseeing distribution of What's On Guide, leaflets and posters
- Assisting with the marketing of The Shop at RAMM
- Writing award submissions
- Liaising with partner organisations and colleagues.
- Administrative duties – schools bookings, team meetings etc.

Any other duties related to audience development at RAMM.

Training and Development opportunities:

Who works in the organisation that the intern can learn from:

- Helen Hartstein – Audience Development Lead
- TBC – Marketing and Communications Officer
- Stephanie Cherrett – Public Programme Officer Ruth Gidley – Engagement Officer
- Maya Herbolzheimer – Engagement Officer

- Simon Tootell – Volunteer Coordinator
- Ian Wills - Designer
- Neil Heasman – Events Coordinator
- James Richardson – Events Coordinator
- Sara Flint – Data Officer
- Sophie Harbour – Engagement Officer (Skills Development)
- Jacqui Channon – Venue Hire Officer

Potential for progression for the right candidate in your company or highlight how the experience can help the intern with their next step

Audience development is important and links to all aspects of how a museum plans, develops and implements its programme. With support and guidance from a range of staff within this team this experience will be of considerable value to graduates in understanding how a National Portfolio Museum operates and although based within the audience development team there will be considerable opportunity for the graduate to work with colleagues across the museum. The graduate will also get the opportunity to attend all audience development meetings in order to gain a wider perspective on audience development and an insight into upcoming projects and the associated concerns, issues, and opportunities that exist within a busy audience development department.

Level of Support

- Monthly 1-2-1 meetings will be scheduled between intern and manager but this post will also involve working very closely with the line manager on a day-to-day basis.
- A mentor will be allocated
- GBPs are offered 1:1 support from the Internships Team.

Other Benefits

Flexible working patterns are available.

PERSON SPECIFICATION

Attainments/Qualifications

- Relevant undergraduate degree and an active interest in and/or experience of working in the heritage and museums sector.

Skills and Understanding

- Understanding of the role of audience development and engagement within the museum and gallery sector.
- Understanding of the appropriate use of social media for marketing purposes.
- Ability to write interesting and engaging content.
- Ability to effectively prioritise workload.

Prior Experience

- Experience of using Microsoft Office.
- Experience of working as part of a team.
- Experience of undertaking research.

Behavioural Characteristics/ Personal Qualities and Attributes

- Able to use initiative.
- Positive attitude.
- Eager to learn.
- Adaptability.
- Professional communication skills.
- Critical thinking.
- Able to work effectively both alone and as part of a team.
- Good time management.

Other Requirements

- A finalist or recent (within last 3 years) graduate of a full undergraduate or postgraduate degree from a UK university (or if you have attended a British university on ERASMUS programme).
- Available for full time hours and employment between the start and end date.
- The Right to Work in the UK for the full duration of the internship. We welcome all applicants and the diversity they bring, however immigration legislation will not currently allow the University to apply for a sponsorship certificate for GBPs.
- This GBP cannot be used as a full-time Year in Industry student placement.

- You cannot apply for another GBP at the University of Exeter if the duration of the GBPs go beyond 23 months in total.

GBP 5217 Affiliate Manager (Data Analytics)

Location: Remote Working

Salary: £22,000 per annum + bonuses on company performance

Closing Date: Tuesday 18th August 2020

Internship Scheme and Reference Number:
GBP 5217
Job Title:
Affiliate Manager (Data Analytics)
Company Name
Duke Leads Ltd
Workplace Address:
Remote Working (permanently)
Advertisement Closing Date:
18/8/2020
Interview Date:
28/8/2020
Internship Start Date:
7/9/2020
Internship End Date:
Permanent
Working Hours and Pattern:
9-6, 5 days a week-Monday-Friday, with some flexible working available - This is a remote working role
Salary:
£22,000 + bonuses on company performance
Pay Day:
Last working day of month
Holiday allowance:
21 days paid holiday, but unpaid holiday also available
Job Summary:
A graduate is sought as an Affiliate Manager for Duke Leads Ltd. The role involves data analytics, performance reporting and relationship management with senior managers in large organisations. This permanent graduate role is a full-time, flexible and totally remote-working position.
Job Description and Person Specification:
INTRODUCTION
<u>About us</u> Duke Leads Ltd is a fast growing "lead generation" business in energy switching, mobile switching and loans.
<u>Tasks and Responsibilities:</u>
<ul style="list-style-type: none"> <u>Managing Affiliates (traffic in):</u>

Talking with the affiliate managers, pushing them to get more traffic when we need it, cutting poor performing affiliates and negotiating rates. We have about 100 affiliates and work with 2 key networks. Ensuring the affiliates have everything they need, this usually means updating them with creative. In most cases it is email creative, so you will need to design this, the better it is the more traffic it produces. We have software to build it so writing html code is not essential. Ensuring the EPC (earnings per click) is working for the affiliates, speak with the affiliate managers, get feedback about what works and what doesn't. Usually we will get a faster, higher converting landing page built for specific high volume affiliates. You will guide our dev team on what you want built, they can build anything. If the landing page converts better, the affiliates make more money and we get more traffic.

- Finding new affiliates (traffic in):

Finding new affiliates to promote our sites, usually the way this works is just getting on the phone to the networks and they find them for us, however we have our own affiliate platform.

- Managing affiliate exit offers (traffic out):

This is a key part of the business, we promote affiliate offers on the exit page, also as a thank you page after someone has filled in one of our forms. We have what is known as a ping tree, which flips exit offers based on rules. We are constantly getting approached to run various things, so you will be in control of what we show and when we show it. The aim is to maximise the EPC for ourselves.

- Managing affiliate SMS (traffic out):

We do high volume SMS sends, promoting affiliate offers that generate us revenue, again we always get approached to run stuff. So you will decide what we run and when we run it based on the EPC. The EPC is the essential metric to look at in all of this.

- Managing affiliate email (traffic out)

Same as above, but using email instead of SMS. Part of running successful email is ensuring our IP addresses don't get blacklisted. Managing the ESP (email sending platform) will be a key part of the role. Creating and running email automations that generate revenue, if we are short on traffic then we need to be able to quickly send out emails to our data base.

- Finding new affiliate offers to promote

Anything you think will be a good fit for the traffic we have and will generate more revenue, test it. If it works we will run it consistently

- Managing tracking, postback URLs etc

This is a technical part of the role. Postback URLs are how affiliates track their revenue, we need to set them up so they can see their earnings. We will also need to place our postback URLs on new offers. This is pretty simple when you get the hang of it.

- Reporting:

- Performance reports on all revenue made from affiliates in and affiliate out Drill down into every pound made from the offers that we promote, having full visibility into where the money is being made is essential. For example, we have 1 key offer that we promote, but we promote it on email, SMS and exit. We need to know which method of promotion is most profitable.

- Designing SMS and email automations to re cycle internal traffic:

You will just need to be comfortable with how email and SMS works, automating the rules makes life easier. But knowing what to put in the automation requires a lot of testing and a lot of thought.

Compliance and Duedil on all affiliate partners and all affiliate offers we promote It is extremely important that everything we do is fully compliant. We are in an industry that is constantly under scrutiny. If we slip up the consequences are huge. SMS and email can be a dangerous activity IF compliance isn't in place. We need to ensure everything we do is compliant. We have an external compliance company that can sign off anything we want to do. You will be in conversations with them making sure what we are doing is compliant and you will have to send contracts to new affiliates to ensure the traffic we buy from them is also compliant.

Training and Support

GBPs are offered a 'how to make the most of your internship' introductory session, bespoke mentoring, work shadow and career consultancy opportunities. Plus follow up support sessions if requested.

PERSON SPECIFICATION

Skills and Understanding

We need a graduate who can think creatively and outside of the box, that is essential. Someone with good analytical / maths skills, a lot of this role is reporting on the profitability of everything we do and highlighting opportunities to maximise profit.

Other Requirements

- A finalist or recent (within last 3 years) graduate of a full undergraduate or postgraduate degree from a UK university (or if you have attended a British university on ERASMUS programme).
- Available for full time hours and employment between the start and end date.
- The Right to Work in the UK for the full duration of the internship. We welcome all applicants and the diversity they bring, however immigration legislation will not currently allow the University to apply for a sponsorship certificate for GBPs.
- This GBP cannot be used as a full-time Year in Industry student placement.
- You cannot apply for another GBP at the University of Exeter if the duration of the GBPs go beyond 23 months in total.

GBP 5040 Student Learning Support Officer

Location: Remote Working/ Exeter

Salary: £18,812 per annum

Closing Date: Wednesday 19 August 2020

Internship Scheme and Reference Number:
GBP 5040
Job Title:
Student Learning Support Officer
Closing Date:
Wednesday 19 August 2020
Interview Date:
14 September 2020
Internship Start Date:
Asap after interviews
Internship End Date:
31/7/2021
Working Hours and Pattern:
36.5 hours per week
Salary:
£18,812 per annum
Job Summary:
A graduate is required by the University of Exeter to support the Academic Skills & Student Engagement team in delivering skills and student engagement activities, events and the creation and marketing of online resources aimed at WP students. This GBP role is available immediately until 31/7/21
Job Description and Person Specification:
The Academic Skills and Student Engagement team (ASSET) and delivers academic skills in the curriculum, one-to-one academic skills support, PGR to UG Maths & Stats and Writing Mentoring, and Peer Support. This role will focus on supporting Widening Participation (WP) activities in four main areas; <ul style="list-style-type: none">• Organisational support for WP (e.g. mature) students study days

- Support for the development of online resources aimed at Widening Participation students (e.g. mature/BAME/Care Leavers)
- Support for the development and delivery of student learning and development activities
- Supporting the ASSET and central peer support teams in developing and delivering a range of events and initiatives targeting WP students

JOB DESCRIPTION

Purpose of Role: This role is to support widening participation activities in the Academic Skills team in four main areas:

1. **Support the organisation and delivery of Study Days for WP (e.g. mature) students** as part of the transition support for this group of students beginning programmes of study at the University. *Duties may include:*
 - organising resources and teaching materials,
 - email and /or other communications
 - organise and prepare venues and catering,
 - prepare and maintain administrative items
 - liaising with other key stakeholders
2. **Supporting the development and marketing of online resources** aimed at WP (e.g. mature) students. *Duties will include:*
 - Working with Academic Skills Advisers and students to create high quality video and other visually engaging content to support online resources.
 - Contributing to and/or authoring high quality social media and/or blog posts to promote scheduled events and online content
 - Developing marketing materials in line with University and departmental branding guidelines, and liaising with the Design Studio
 - Supporting the development of Study Zone digital resources
3. **To support the organisation of activities that support students learning and development opportunities.** *Duties will include:*
 - Supporting the organisation of an UG Research showcase and an Online Module Fair
 - Creating new or working with existing online templates for presenting information to students, in the light of feedback from stakeholders
 - Organise and prepare venues and administrative items for events.
 - Liaise with College staff to make them aware of the initiatives and encourage engagement
 - Prepare and upload website content, including use of RSS Feeds to make the site accessible
 - Use appropriate processes to maximize site optimisation
 - Link to suitable information housed on the ELE
 - Link to careers information housed on CareerHub (MyCareerZone), for additional advice and guidance
 - Source appropriate images, handling and logging licensing data as required
 - Develop and implement Marketing Plans, in line with University and departmental guidelines, to ensure that students know about and can access the activities. This will involve liaising with Colleges and the Students' Guild, and staff within Teaching, Quality, Assurance and Enhancement.
 - Produce a brief report evaluating the effectiveness of the initiatives and providing recommendations for future developments
4. **Support ASSET and the Central Peer Support team;** particularly for Widening Participation oriented activities and initiatives (e.g. Mature, BAME and Care Leavers). Support may be directed towards academics or students. *Duties will include:*
 - Running focus groups to establish the specific support that particular groups of students would like
 - Supporting the marketing and promotion of activities
 - Supporting the organisation of training sessions for staff and/or students
 - Providing administrative support for these activities, particularly where these are student-led
 - Taking minutes at meetings as required
 - Keeping accurate records, create and manage databases for selected programmes/activities
 - Assisting with projects to create video and other media to promote and celebrate student engagement

- Supporting the organisation of celebration activities such as the Peer Mentoring Awards, and the Education Conference Exhibition
- Evaluating and reporting on the impact of interventions, and make recommendations for further developments
- The post-holder will also be expected to undertake any other duties commensurate with this level of post and as required by the line manager.

Location

It is likely this role will commence as a remote working role, however the expectation is that as we head into term time the role will need to be campus based. Appropriate risk assessments and return in line with Government and University COVID-19 policy will be ensured.

Training and Development opportunities

You will be trained in how to use T4, the web management system.

You will be trained in how to use CareerHub the event management system used by the Career Zone

You will be trained in how to use the video creation equipment and software used by the team

In addition to this the university offers online and in-person learning and development opportunities, including mandatory online training in [Prevent Duty - Inclusive, Cohesive and Safe Universities](#); [Equality and Diversity Introduction](#); [Health and Safety Introduction](#) and [Information Governance](#).

Other Benefits, Rewards and Recognition

The university offers a wide range of [benefits, rewards and recognition](#), including flexible working, generous pension and holiday allowance of 39 days a year. Some flexible working arrangements (flexitime and home working) are available for this post, in line with [University guidance](#) and negotiation with the post's line manager.

PERSON SPECIFICATION

Essential Candidate Criteria:

Qualifications

- Graduate of a UK university within the last 3 years

Knowledge & experience

- Knowledge of website design and/or creation of digital resources
- Experience of marketing and publicity
- Experience of event management

Skills & Attributes

- Excellent communication skills, both written and oral
- Teamwork and collaboration
- Liaison and networking
- Planning and organising
- Initiative and problem solving
- Research and analysis
- Excellent time management and organisational skills
- Self-motivated and enthusiastic
- Punctual and reliable
- Creative and resourceful
- Good IT skills: Excel and Word

Desirable Candidate Criteria:

Knowledge & experience

- Knowledge of Student Engagement activities
- Participation in The Exeter Award or similar from other HEI
- Knowledge of T4 and Career Hub

Skills & attributes

- A passion for the 'Exeter experience'

Other Requirements

- A finalist or recent (within last 3 years) graduate of a full undergraduate or postgraduate degree from a UK university (or if you have attended a British university on ERASMUS programme).

- Available for full time hours and employment between the start and end date.
- The Right to Work in the UK for the full duration of the internship. We welcome all applicants and the diversity they bring, however immigration legislation will not currently allow the University to apply for a sponsorship certificate for GBPs.
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