

# JOB DESCRIPTION

Job Title: Digital Marketing Placement  
Reports to: Student Community Director

## Job purpose

StudentCrowd exists to help students make decisions. We used peer reviews to help over 1.5 million students in 2020. The purpose of this role is to support StudentCrowd to reach as wide a student audience as possible. You will do this by working with StudentCrowd's Student Community Director to develop StudentCrowd's student engagement activities, research student trends, create content and collect a range of student related data.

## Duties and responsibilities

- Work with our Social Media leads to create and implement student review generation campaigns
- Assist in managing social media channels (Facebook, Twitter, Instagram)
- Work with the Student Community Director to implement StudentCrowd's student engagement strategy
- Work with the Student Community Director to develop StudentCrowd's Brand Ambassadors programme
- Assist in the creation of student-focused website content
- Create engaging blog and social media content
- Provide updates on current research into student trends and influences
- Collect quantitative and qualitative data from review generation campaigns to track growth, success and learnings
- Perform market analysis and research on competition
- Keep up to date and informed on new social media trends and adapt accordingly

## Personal Attributes and Qualification

- Applicants will have completed 2 years of a marketing, communications or business-related university degree
- Solid understanding of different marketing techniques

- Excellent verbal and written communication skills
- In-depth working knowledge of Facebook, Twitter, Instagram and other social media platforms
- Experience with social media analytics, including Google Analytics and Facebook Insights
- Ability to take initiative, employ good judgment and manage projects from beginning to end
- Exceptional ability to manage details
- Ability to multitask in a fast-paced environment
- Work effectively both independently and as part of a team
- Strong desire to learn along with professional drive
- Be available for at least 30 hours a week
- Have access to a personal computer
- Ability to travel across the UK

## Benefits

- Salary: Competitive, paid placement. Approximately 30 hours per week

In addition to your salary you will also benefit from a wide range of development opportunities including:

- Search Engine Optimisation (SEO) training
- Project Management training
- Regular presentations to the senior management team
- Experience in a dynamic small digital business
- Experience of working in a multinational team

## References

References should speak to the applicant's sense of camaraderie, integrity, professionalism, responsibility and flexibility.

## Placement Dates

12 month placement to start in July 2021.

## Interested in applying?

Please send a PDF copy of your CV to [sarah@studentcrowd.com](mailto:sarah@studentcrowd.com). Your CV should highlight your suitability for the above role and give examples of your experience in digital marketing and social media campaigns.

Application deadline 16th April 2021.