

## Job Description - Marketing Intern

Job Information	
Job Title	Marketing Intern
Department and Team	Client Relations and Marketing
Location	111 Westminster Bridge Road, London SE1 7HR
Working Hours	3 days per week minimum (flexible hours)

Position in the Organisation	
Accountable to	Marketing & Client Relations Executive
Responsible for	N/A
Works in conjunction with	Client relations, Clinicians, Nurses, Finance Director, Client Relations & Marketing Team, E Commerce Marketing Manager, Occupational Health Team, Occupational Health Business Development Manager, Travel Supplies Manager and Reception

### Overall Purpose of the Job

#### What we do

InterHealth provides whole person healthcare to individuals and organisations involved in service throughout the world.

#### Why we do it

InterHealth is motivated by Christian beliefs and values and by humanitarian ideals to provide compassionate and professional care without discrimination.

#### How we do it

We fulfill our mission by:

- Providing specialist travel and occupational health services based on evidence and good practice.
- Partnering with organisations and individuals and responding to their needs in order to maximise their well being and effectiveness.
- Promoting good healthcare practice within organisations and for individuals.

- Pursuing creative and innovative approaches to whole person healthcare.

### **Summary of main responsibilities**

- Support the marketing team with the delivery of marketing projects
- Plan outreach work to promote and engage existing and potential clients
- Manage and coordinate research activity
- Organise events
- Build and co-ordinate marketing intelligence and support with general marketing activities
- Media support

### **Key Responsibilities and Tasks**

#### **1. Marketing Support**

- Provide administrative support
- Support the Marketing Team to ensure brand consistency across all print and online media communications internally and externally
- Create artwork for new InterHealth literature
- Proof reading
- Copy writing for all media (online and offline)
- Image sourcing
- Assist with content managing the website and Travelshop
- Implement an online social networking plan.

#### **2. Room Hire**

- Coordinate, develop and promote InterHealth's rooms in the local area (SE1).

#### **3. Training and events**

- Contribute to promoting events to increase bookings for training, events and workshops.
- Work with the Occupational Health team to extend the programme of training and coordinate all associated marketing activity.

#### **4. Public Relations**

- Research Occupational Health related PR opportunities and tie in with service development and health promotion activity
- Support the Marketing team to deliver PR events in support of key marketing activity e.g. new service launches and promotional events.

- Research, prepare and write press releases.

#### **4. Other duties**

- Other tasks appropriate to fulfilling InterHealth's development objective.