



**Brain Tumour
Research**

Together we will find a cure

Temporary Role Description: Digital Marketing Intern – 6 month contract

Job purpose

As Digital Marketing Intern you will engage with and steward our supporters through a variety of digital means. You will predominantly utilise social media and email tools to deliver digital communications that drive actions that support our vital cause.

With a positive attitude and a desire to develop, you will learn how to deliver a fantastic experience to our supporters through a range of digital interactions. From mass marketing emails, right down to individual messaging on facebook. In this role you will learn fundamentals of digital marketing communications while supporting critical functions for the charity.

You must have a strong interest in social media and digital marketing. You will have excellent written skills, an eye for detail and be able to present yourself authentically online along with a high level of empathy for the cause.

As part of this internship, you will potentially gain exposure to other elements of digital marketing including website editing and utilising online reporting tools.

Working hours

This is a six month contract working 5 days a week based at our Head Office in Milton Keynes. Remote working may take precedence depending on government guidelines. Normal office hours are 9am – 5pm but there will be times when additional hours are required with this role to complete specific projects and achieve objectives, launch marketing campaigns, attend external meetings, join conferences, etc.

Role reports into: Head of Digital Marketing

Direct reports: None

Main duties include but not limited to:

- Support our Facebook fundraiser process, including online thanking to help maximise donations and transition supporters into our Customer Relationship Management system.
- Increase interactions within Facebook Groups, igniting conversations, responding to questions, and managing admin elements that are required, in a timely fashion.
- Develop fundamental knowledge of email marketing, and take on our day-to-day email marketing process, maximising our weekly communications to supporters.
- Grow and train a group of 'Digital Champions' to act as ambassadors for the charity on social media, particularly to help support in peak periods.
- Support our Social Media Executive in reaching out to potential influencers who may benefit the charity and help evaluate the impact.
- Develop an understanding of analysis and reporting, identifying opportunities to make improvements in the various tasks undertaken.
- Build knowledge of how the charity operates with a view to identifying opportunities to hand over to fundraising, PR and other teams, that drive action and support the charities objectives.
- Support social media management, digital administration and website editing tasks where required.
- Assist the digital marketing team with any other tasks as determined by the Head of Digital Marketing.