



### **Santander Universities Internship Scheme**

Edinburgh Napier University is participating in the Santander Universities Intern Programme, connecting talented graduates with some of the UK's fastest growing, most exciting small and medium-sized enterprises (SMEs). Santander is part-funding 10-week internships for all students and graduates. If you would like to kick-start your career and build valuable experience fast, this is a great way to do it. This opportunity is being offered by The Iris Initiative.

*Please note that we are obliged to pass internship details, including internship applicant details to Santander UK as part of the funding agreement, including registering details on their dedicated internship portal, where they are used for monitoring purposes only.*

### **Digital Marketing Manager, The John Byrne Award 22.5 hours/ week for 16 weeks (potential for extension) £20,000 pro-rata**

Deadline for application: 18/09/2017

We're a fast-growing charity, The Iris Initiative, supporting the creative expression of values. We deliver the creative competition, The John Byrne Award, across Scotland. We want to create dynamic marketing campaigns that build The John Byrne Award network and showcase our contributors' work.

We're looking to recruit a passionate and hard-working Digital Marketing Manager to design and implement a thorough digital marketing strategy. A creative collaborator, sharp planner and swift executor, you'll have responsibility from the word go, lots of creative freedom and the opportunity to play a central role in growing our charity.

We're looking for someone with the following:

#### **Character:**

- enthusiastic
- organised
- proactive
- flexible
- loves learning
- friendly

#### **Exceptional ability in:**

- written communication
- personal organisation

#### **Experience:**

- managing digital marketing campaigns over multiple channels, particularly social and email.
- monitoring web analytics.
- iteratively improving digital marketing campaigns.

#### **Nice to have:**

Knowledge of the Scottish secondary and/or tertiary education sector; digital marketing automation tools; coding; photography and film; digital editing software; graphic communication; fundraising; event management; a creative vocation.

The role:

**Responsibilities:**

- Designing The John Byrne Award's marketing campaigns in consultation with the CEO and Creative Director.
- Managing The John Byrne Award's digital marketing campaigns over multiple platforms, particularly social and email.
- Assisting in the delivery of The John Byrne Award where required.

**Benefits:**

- You'll be taking the lead on creating and launching your own campaign- it's a brilliant opportunity to take a big step up in your career.
- Joining a fun and dynamic team in an open-plan, creative office (Custom Lane).
- The John Byrne Award is a unique competition and is growing fast- you'll have a big impact upon our trajectory.

**How to Apply**

Candidates should email [Niall@Johnbyrneaward.org.uk](mailto:Niall@Johnbyrneaward.org.uk) telling us why you'd be a good fit for the role. Candidates must be eligible to live and work in the UK. All candidates will be emailed regarding the outcome of their application by 22/09/17. Successful candidates will be invited to meet our team for an informal interview.