Sales and Marketing Intern

**Basis:** Part-time, fixed term from August 2020 until May 2021 with opportunity for extension.

**Hours:** 16 hours per month (and more in busy periods) **Location:** Students Union Offices, MDX House, Hendon. **Salary:** London Living Wage, currently £10.85 per hour **Department:** Finance & Income Team

# The Role

Middlesex Students’ Union is searching for a committed, target-driven Sales and Marketing (SM) intern to join the Finance & Income Team. The SM intern will work closely with the Income and Marketing Coordinator to generate income by selling marketing opportunities to external organisations, and through selling our official Middlesex University Merchandise. The positionholder will liaise with external clients (such as brands, charities and companies), secure & manage marketing bookings. They will also participate in face-to-face merchandise sales through on- campus pop-up stalls, as well as assist the development and expansion of our online store. All of the income generated is reinvested into the student union, and MDXSU to fund events, activities and services to enhance the student experience.

A successful candidate will enjoy generating sales, demonstrate superb interpersonal skill, and have strong self- motivation. In addition to this, the ideal candidate will have the ability to work alone and as part of a team. In return you will receive a flexible, rewarding role at an award-winning Students’ Union, with a focus on training and development to build your knowledge and skills in a practical setting.

# Responsibilities

* Promote the MDXSU media pack to new and existing clients in order to develop partnerships and generate income.
* Manage marketing bookings by liaising with clients (over the phone and via email), ensuring all elements of a marketing booking are delivered on time, and providing a positive and efficient service.
* Support sale of the official Middlesex University merchandise range, selling the range at events and on- campus pop-up stalls, and working with the Income & Marketing Coordinator to devise effective promotional offers and discounts.
* Identify opportunities for new products to add to the official Middlesex University clothing and merchandise range, and evaluating existing products.
* Assist in the management of merchandise stock: checking inventory and performing regular stock-takes, maintaining records, and performing cash-ups.
* Other duties as required to support the Income & Marketing Coordinator.

**Requirements**

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| **Criteria** | **Requirement** |
| **Qualifications** |
| Current Middlesex University student | Essential |
| **Knowledge and Experience** |
| Sales experience | Desirable |
| Experience in customer-facing work | Desirable |
| Knowledge of the existing merchandise range | Desirable |
| General understanding of the work of Middlesex Students’ Union | Desirable |
| **Attributes/skills** |
| Excellent verbal communications skills | Essential |
| Confident with strong interpersonal skills and the ability to build relationships with customers and clients | Essential |
| Ability to work alone and as part of a team | Essential |
| Proactive approach to problem-solving and ability to work on initiative | Essential |
| Ability to upsell and maximise revenue potential | Desirable |
| Excellent organisational skills and attention to detail | Essential |
| Proficient in Microsoft office and online sales platforms | Desirable |
| **Values & Ethics** |
| Team player | Essential |
| Positive attitude & enthusiastic about Middlesex University & MDXSU | Essential |