



European Union

European Regional
Development Fund



**University of
Sunderland**

Role Profile – Part 1

Job Title:	Marketing Lead - Graduate Intern
Reference No:	124/LP/ERDF17
Reports to:	Director
Grade:	Graduate Intern
Working Hours:	Full time
Location:	Sunderland
The Organisation:	<p>The HR Dept Ltd provides a complete range of outsourced HR and Employment laws services to small and medium sized businesses in the Tyne and Wear area. We are part of a national franchise network with over 80 HR Depts. operating within the UK. The work is extremely varied and challenging. We are a small team with big growth ambition.</p> <p>https://www.hrdept.co.uk/</p>
Key Tasks and Responsibilities:	<ul style="list-style-type: none"> • Be responsible for the development, communication of and delivering our marketing plan • Attend regular and targeted networking events, exhibitions and seminars to represent the business, generating new leads and increasing brand awareness. These can sometimes be early morning or in the evening. The focus is

on building relationships.

- Manage, deliver and evaluate social media interactions and activities including Twitter, LinkedIn, Facebook and other online platforms to enhance our online presence and to create a strong local position.
- Be responsible for maximising the full potential of our Sugar CRM system
- Maximising the reach of our centrally produced marketing material with the outcome to be increased sales.
- A focus on marketing our Recruitment and HR Training packages and following up on leads. You will have clear and realistic targets to achieve each month.
- You will be expected to 'sell' but in a way that puts relationships first, sales second.
- Plan, coordinate and promote our training and seminar events, from bookings to pre workshop prep and communicating with delegates. You will be responsible for getting places filled.



Role Profile – Part 2

Qualifications and
key technical
knowledge:

- You will be eager to learn about HR and Small Businesses
- You will be a people person and enjoy talking to people.
- You will have the ability to walk into a room of strangers and strike up a conversation
- Able to sell and to meet targets – but not at the cost of relationships
- Excellent working knowledge of social media including twitter, LinkedIn and Facebook
- To be familiar with CRMs. You will be our lead user.
- Able to work independently
- Good communication skills
- Customer service orientated and prepared to go the extra mile
- Flexible working approach

Office Duties:

- Support the Managing Director as required
- Provide recruitment support to the HR Advisor
- Support the office with general administration

Training and Development:

- Identify, and with line manager action own training and development needs
- Maintain knowledge of Company portfolio of services
- Develop a confident understanding of HR and hot HR topics

Desirable skills:

- Whilst not essential we would love you to have some HR background.

**Special
Circumstances**

Please note this vacancy is only open to Home and EU graduates.