



WADDESDON

Internship Profile

Title:	Marketing Intern
Department:	Marketing & Communications
Reporting to:	Olivia Parker (Marketing Manager)
Period Covered:	19 June to 20 December 2019, three days a week

Waddesdon

Waddesdon Manor is a historic house open to the public. Created by Baron Ferdinand de Rothschild from 1874, it is home to the Rothschild Collection and was bequeathed to the National Trust in 1957. Today it is managed independently by a Rothschild charitable trust, The Rothschild Foundation, under the chairmanship of Lord Rothschild. It currently welcomes in the region of 470,000 visitors per year to the property.

Waddesdon is a dynamic place shaped by three generations of Rothschilds, bringing together a world class collection of art and decorative arts of the 18th century, displayed in original historic interiors including English 18th-century portraits, French 18th-century furniture and porcelain, books, drawings and works on paper, textiles and sculpture.

It has a growing collection of contemporary art, a temporary exhibitions gallery and a flourishing exhibitions, education and public events programme. It is also home to one of the finest Victorian gardens in Britain, a working Aviary and is at the heart of the working Waddesdon Estate.

Waddesdon also encompasses a range of commercial activities including retail, catering, a hotel, corporate events and weddings managed by Rothschild Waddesdon Ltd, the trading arm of the Rothschild Foundation. All profits from the trading company are covenanted to The Rothschild Foundation to support the conservation, collections and maintenance of Waddesdon as the highest quality visitor experience.

Overall purpose of a Waddesdon Internship:

An internship at Waddesdon will allow participation in some of the most exciting experience in a nationally and internationally renowned institution. This will in turn give interns a number of formal and informal learning opportunities that will assist the recipients with their future careers.

Our aim is to ensure we open the doors of Waddesdon as widely as possible to the future curators, conservators, visitor managers, archivists, gardeners, facilities managers, chefs, stewards, events managers and leaders we may need in the future.

Marketing and communications

The Marketing & Communications team is responsible for promoting all the activities of Waddesdon and its trading company through a wide range of traditional and digital communications channels.

The internship will offer the right candidate a rare mix of elements – to gain experience with this popular visitor destination in an exceptional location with a fascinating mix of heritage, art, gardens, wine, a programme of family events and even an aviary of endangered birds. For a well-organised and ambitious individual it offers a chance to work with an experienced team, offering enormous potential and tremendous variety.

The intern will collaborate closely with the marketing, press and web teams to maximise opportunities to promote Waddesdon's wide range of activities.

The role will suit someone with an interest in a career in marketing, with excellent IT skills and an aptitude for working with images, video and social media.

Main responsibilities

- Circulating visitor information and uploading event content to a range of print titles, local media and digital channels
- Undertake day-to-day updating and uploading of content and images to all Waddesdon's websites
- Researching, updating contacts records and email lists
- Preparing and distributing email newsletters
- Social media marketing and online customer service monitoring
- Providing support for events and exhibitions marketing as required
- Handling enquiries, searching, selecting, resizing and crediting images
- Supporting filming and photography in the House and Grounds
- Assisting with design briefs and proofing for the production of print marketing material
- Logging media coverage, downloading, storing and circulating cuttings
- Monitor marketing campaigns and contribute to report tracking the impact of Waddesdon's marketing
- Stationery ordering, photocopying, mailings, postal franking and other office duties

Learning, skills and experience offered (ie learning outcomes)

- Understanding the various roles within a large communications team – marketing, press, PR, event planning and digital marketing
- Developing skills in writing, editing and picture selection
- Digital marketing
- Web editing and writing

Knowledge, skills and experience

- Excellent Communication Skills, both written and verbal
- Computer skills – Word, Excel and Outlook as a minimum
- Organised with a good attention to detail
- Ability to deal with others at all levels internally and with the media

Terms and conditions

- 22.5 hours per week, over three days.
- Single room in shared accommodation provided on the Waddesdon Estate.
- An allowance of £10 towards food or petrol costs for each day of activity. There may be opportunities for paid employment in our other business areas that can run alongside the internship.
- A Waddesdon staff card.
- Must be able to commit to the full internship from June to December 2019.

Application

To apply, please send a current CV and a letter, maximum 2 pages of A4, outlining your interest in working at Waddesdon and a career in this sector, and suitability for the role in a letter. Your letter should be no more than 2 sides of A4 and sent to olivia.parker@waddesdon.org.uk no later than 11pm on Wednesday 1 May. We will consider a later starting date for any applicants who have school or university exam commitments.

Interviews are planned for w/c 13 May 2019