



WADDESDON

## Internship Role Profile

<b>Title:</b>	Marketing Intern
<b>Department:</b>	Marketing & Communications
<b>Mentored by:</b>	Olivia Parker (Marketing Manager)
<b>Period Covered:</b>	13 January to 15 May 2020

## About Waddesdon

Waddesdon is a Rothschild house and gardens set in the Buckinghamshire countryside just outside Aylesbury. It was created for Baron Ferdinand de Rothschild in the 1870s. Now owned by the National Trust, but managed by the Rothschild Foundation, it remains the epitome of 'Rothschild style'.

Waddesdon is a dynamic place shaped by three generations of Rothschilds, bringing together a world class collection of art and decorative arts of the 18<sup>th</sup> century, displayed in original historic interiors including English 18<sup>th</sup>-century portraits, French 18<sup>th</sup>-century furniture and porcelain, books, drawings and works on paper, textiles and sculpture. Visitors today can still see Ferdinand's unrivalled collections, alongside contemporary art, and wander in the immaculate Victorian gardens. There is also a working aviary, wine cellars, shops, restaurants and a woodland playground.

Over 300 staff and more than 300 volunteers help mount special exhibitions, host educational visits, hold wine tastings, lead guided walks and talks, and run events throughout the year, including a magical Christmas season. Private events – parties, meetings and weddings – are held at the Dairy (a private building on the estate) and at the Five Arrows, a Grade II listed boutique 16 bedroom hotel near the gates of the Manor.

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.



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### **The Marketing & Communications Department:**

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, 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 Opportunities:**

- 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
- Supporting 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
- Learning general office administration tasks

### **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



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#### Skills & Experience Desired:

- 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

#### Benefits of Internship:

- No more than 22.5 hours per week with your Department, to enable time for study or any employment opportunities that may be desired.
- Shared accommodation provided on the Waddesdon Estate with other students on the programme
- 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 offering 20% discount in our catering and retail outlets.
- In order reap the maximum learning benefits from the internship, availability for the full duration of the period is encouraged.
- The opportunity to join a cohort of 8 interns at Waddesdon, with a comprehensive induction programme across the wider business that sits alongside learnings in your desired business area.
- The opportunity to review and present your learning outcomes to the management team at the end of your time at Waddesdon.
  - Monthly reviews with the HR department in addition to weekly meetings with your department mentor

#### Application:

Closing date for applications is 11pm on the 17 November with interviews planned for w/c 25 November. Applications should be submitted, with cv and covering letter, to [application@waddesdon.org.uk](mailto:application@waddesdon.org.uk)