



WADDESDON

Internship Role Profile

Title:	Marketing Intern
Department:	Marketing & Communications
Reporting to:	Olivia Parker (Marketing Manager)
Period Covered:	1 September 2021 to 31 March 2022, three days

Waddesdon Manor

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 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. Visitors today can still see Ferdinand de Rothschild's unrivalled collections, alongside contemporary art, and wander in the immaculate Victorian gardens. There is also a working aviary, wine cellars, shop, restaurants and a woodland playground.

Over 150 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 and Windmill Hill (private buildings 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 companies 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.

As well as developing talent in our own staff we would also like to give recent graduates, or those interested in working in a similar environment, an opportunity to learn first-hand by working alongside us in our daily activities.



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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 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
- 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 proof checking printed marketing materials
- 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 & Experience Offered (i.e. learning outcomes):

- Understanding the various roles within an in-house 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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Knowledge, Skills & Experience:

- Excellent Communication Skills, both written and verbal
- Computer skills – familiarity with Word, Excel and Outlook as a minimum, familiarity with digital photography and social media desirable
- Organised with a good attention to detail
- Ability to deal with others at all levels from within and outside the organisation

Terms & Conditions:

- 22.5 hours per week, over three days.
- Shared accommodation provided at 106 High Street, Waddesdon.
- 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 September 2021 to March 2022.

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 application@waddesdon.org.uk no later than 12pm on Friday 30 July 2021.

Interviews will be planned for w/c 2 August 2021