



Job Title: Social Media and Marketing INTERN

Responsible to: Head of Marketing and Commercial

Location of work: Shrewley, Warwickshire (Office based, combined with home working)

Job Type: Full Time 9.00am-5.00pm, Temporary Fixed Term Contract

Job Purpose:

This is an opportunity for an ambitious individual wanting to join a small marketing team and make an impact. The role of Social Media and Marketing Intern is varied and offers the opportunity to be involved in several projects across The Pony Club.

As a charity it is key that we focus on our charitable purpose and that the marketing team delivers results to drive the growth and awareness of the organisation and support for volunteers. Having the ability to work with all key stakeholders across the UK will be vital in this role.

About The Pony Club:

The Pony Club is an international voluntary youth organisation for young people interested in ponies and riding. Founded in England in 1929 and granted independent charitable status on 1st January 1997. The Pony Club has been the starting point for a large majority of equestrian team members and medal winners.

The Pony Club is represented in no less than 27 countries with a worldwide membership exceeding 110,000 making it the largest association of young riders in the world. Membership is available to children until the end of The Pony Club Year or the Centre Membership Subscription Year, whichever is relevant, in which they become 25 years old.

Core responsibilities:

- Assist in managing social media on a day-to-day basis, responding to comments and messages in a timely manner.
- Supporting the creation of social media campaigns, writing content, video and photo imagery.
- Regularly analysing social media data to identify trends and help drive the social media strategy.
- Explore new and growing social media platforms.
- Support any paid social media campaigns.
- Carry out research and development projects for the marketing team.
- Support the running of Pony Club events and competitions.
- Assist in creating and managing website content, ensuring search engine optimisation best practices are followed.

- Assist the Marketing Officer and Head of Marketing with digital marketing.
- Support the wider business with communications and content creation.
- Respond to contacts from the communications inbox, in a timely manner.
- Provide cover for other team members.

Skills and Experience desired:

- Attention to detail.
- Ability to stay focused on a sole project to meet deadlines.
- Excellent verbal, written and inter-personal skills.
- Ability to work on own initiative and alongside agencies.
- Positive attitude and willingness to learn.
- Willing and able to embrace wider organisational priorities across the organisation and be a strong team player.
- Ideally good knowledge/experience of the Pony Club

Benefits: In return for working at The Pony Club you will receive 25 days off a year holiday (pro rata) plus bank holidays, office closure over Christmas.

Salary Band: National minimum wage

At The Pony Club we are passionate about our commitment to diversity, inclusion and removing barriers. Should you like to discuss any reasonable adjustments or changes to our recruitment process to support you to be your best then please get in touch. You can get in touch with us either via email at HR@pcuk.org, or if you would prefer a video call then we can arrange this using Microsoft Teams.

The Pony Club holds Togetherness, Empathy, Respect and Learning as our core values. We positively encourage applications from suitably qualified, experienced, and eligible candidates regardless of sex, race, disability, age, sexual orientation, transgender status, religion or belief, marital status or pregnancy and maternity. We actively embrace our differences and know that it is our differences that make us unique. You are very welcome at The Pony Club, without the need to hide any part of who you are.

**Person Specification
Social Media and Marketing INTERN**

	Attribute	Essential or Desirable	How Identified
Knowledge & Understanding	• A good general knowledge of marketing activities.	Essential	Application/Interview
	• Knowledge and understanding of working in the Charity sector and/or a Membership organisation	Desirable	Application
	• Understanding of the Pony Club and its organisation, in particular its branch and centre structure	Desirable	Application
Experience and Education	• Evidence of developing positive relationships with people	Essential	Application
	• Experience working independently and as part of a team	Desirable	Interview
	• Educated to degree level or undertaking a degree	Desirable	Application
	• Marketing / other relevant qualification	Desirable	Application
Skills & Abilities	• Ability to set and achieve targets to agreed deadlines	Essential	Interview
	• Strong planning, organisational and time-management skills	Essential	Interview
	• Ability to cope with conflicting demands	Essential	Interview
	• Excellent Administrative and IT skills	Essential	Application
	• Excellent communication skills using traditional, modern and emerging media	Essential	Interview
	• Commitment and passion for Equestrian Sport	Desirable	Interview

Behaviours & Characteristics	Progressive: Embracing and promoting new thinking, Innovation, Creativity and Problem Solving	Essential	Interview
	Respectful: Setting the highest standards for Respectful Behaviour, Role modelling, and Respecting others' Opinions and Values.	Essential	Interview
	Inclusive: Championing Inclusivity and leading the way to ensuring that Equestrianism is and remains an opportunity for all.	Essential	Interview
	Excellent: Striving for excellence in performance, stretching targets and exceeding expectations.	Essential	Interview
	Accountable: Honest, open and accountable.	Essential	Interview