



## Employment Placement Scheme Job description template

*To be completed by the placement provider*

Job Title: Tourism and Marketing Intern
<b>Description of the organisation/company/department</b>
<p>Coventry Cathedral is a small organisation with a big reputation. As well as being the mother church of Coventry Diocese, it is a major tourist attraction, event and civic venue and plays an important role in the life of the City of Coventry. The Cathedral authority is responsible for maintaining the fabric of the historic buildings that form the Cathedral ruins as well as the new Cathedral built in the 1960's. It is also responsible for managing a staff of 35 people and over 300 volunteers. It manages a turnover of £1.5 million per year. With its 50<sup>th</sup> anniversary in 2012, it is also developing a fundraising appeal that will enable us to undertake a programme of major improvements and developments over the next few years.</p> <p>The Cathedral is headed up by the Dean of Coventry but the cathedral's main business is run by the Executive Director. The post-holder will report to the Director of Tourism, Heritage and Events who is a member of her team.</p>
<b>What are the benefits to:</b>
<b>The team or organisation?</b>
<p>The post-holder will assist the Director of Tourism and his team in a number of important areas of work. Mostly project based, he or she will provide professional input and support the work of this busy team within the Cathedral at a very busy time.</p>
<b>The individual? (i.e. what will they gain from the placement?)</b>
<p>The role we envisage will provide an opportunity for someone who has an appropriate degree who wants to contribute to the work of the Cathedral and support this important area of its work. The Cathedral will give the post-holder an opportunity to experience the environment of an interesting third sector organisation that has a number of core responsibilities and functions. Working with professional managers, this post will give the right person an opportunity to develop skills and experience. There will be opportunities to take initiative and be creative, as well as take responsibility for running a project from beginning to end, showcasing personal skills and knowledge where appropriate. This is a placement that will provide the right person interesting opportunities to work with people, as well as deliver professional projects to a high standard.</p>
<b>What would be the purpose of the project / what activities will they be engaged in?</b>
<p>The post-holder will be engaged in projects and activities that will assist the Director of Tourism, Heritage and Events in a number of areas including;</p> <ul style="list-style-type: none"><li>• The building up of a CRM Database that will be used to market to specific audiences and businesses;</li></ul>

- Providing assistance to the Marketing Officer with mail outs and marketing campaigns;
- Research for the development of tourism information and merchandise;
- Benchmarking against other tourist attractions and cathedrals to develop good practice
- Providing general assistance to the Events Manager with risk assessments, sending out quotations, mail shots, and providing cover for large scale events;
- Internal communications with tourism volunteers, the Cathedral community, other staff as requested;
- Providing general administrative back up to projects being led by the Director of Tourism as required.

**What training will be available to the placement (i.e. approx 5 hours per week)**

Training will be largely on the job training working alongside qualified and experienced marketing professionals. Post holders will have the opportunity to work in other key areas of the Cathedral's business as part of their training and will therefore learn about a number of key areas of business activity including heritage, health and safety, volunteer management and general administration.

**What skills would the placement participant ideally hold and what type of placement would be required?**

We are looking for an enthusiastic individual with previous work experience who is a self starter and able to apply their skills and knowledge to a range of different projects. A degree in event management, marketing, tourism or other organization based subject is required although enthusiasm to develop a career in marketing and tourism is more important than the actual subject. Although you will be likely to have limited work experience, we are looking for someone with a mature, professional and flexible approach to work, keen to learn and work hard, to put forward ideas and take a lead on occasions. You would need to be willing to undertake work at all levels from filing and photocopying to representing the Cathedral at Tourism exhibitions to support the work of the Director of Tourism and his team. If you are willing to do all this you would get a great deal out of this work experience.

This Cathedral is a busy Christian centre and we are seeking someone who will respect our values in the workplace.

**To be eligible for this scheme, candidates must meet the following criteria:**

- The candidate must reside in Coventry
- The candidate must be unemployed
- The candidate must fit into one of the following categories:
  - NEET (not in education, employment or training) individuals aged 16-18 years old
  - Graduate within the last 12 months
  - **Currently we have exceeded our limit on managers and we are trying to get it increased however we have had to suspend manager requests for the time being**

Please forward suitable candidates' details to the placements project team as below:

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