**Internship Opportunities at UBM**

UBM is a global live media and B2B communications, marketing service and data provider.

We help organisations make connections, communicate their proposition and do business effectively. We enable professional people in more than 40 countries around the world to connect and engage with each other, with the markets they serve and with the information they need to succeed. And we do this by whatever means works best – at live events, through digital media or in publications.

Our 6,500 expert staff are deeply embedded in the many specialist communities we serve, bringing both an unusual depth of understanding and real know-how. We organise hundreds of live events each year; we provide data, marketing and information products; we offer a portfolio of market-leading online and print titles; and we support professional communicators through our targeting, distribution and monitoring services.

Our culture of innovation and collaboration brings our people together around common interests to create value, enhancing our ability to do exactly the same for UBM customers. So, whatever their business and wherever they operate, our customers do better business through us.

You can find out more about us at [www.ubm.com](http://www.ubm.com).

We currently have opportunities for 4 internships for recent graduates looking to begin their careers in media and B2B communications. The internships are for 6 months, working in marketing, client solutions, brand management and people & culture; based in London. The internships will all be paid at the appropriate National Minimum Wage rate.

To apply, please email your cv by 29th February 2012 to [Donna.Smith@ubm.com](mailto:Donna.Smith@ubm.com) indicating clearly which internship you are applying for.

**Marketing Intern, UBM Live – Job Description**

**Job Title:**                           Marketing Intern

**Location:**                            Southwark, London SE1

**Accountable to:** Group Marketing Manager, UBM Live

**Type of Post:**:                    Full-time, for 6 months

**Job Description**

An enthusiastic individual is required to work across a number of multichannel media products including exhibitions, conferences, digital products, awards and directories. Reporting into a Group Marketing Manager, but with a dotted line into the Group Directors, the intern will be degree education and have a desire to start a career in marketing.

The Marketing Intern should be a self-starter, innovative and creative, organised and with good writing and analytical skills. Willingness to forge relationships the marketing team and the wider business is essential. The marketing department has a hectic schedule and a high-output production level; the ideal candidate must be able to perform to tough deadlines, and cope with unexpected campaign developments.

# Overall Purpose of the Role

1. To assist the Marketing team in the smooth and timely execution of

event marketing campaigns.

1. Assist the marketing team and Group Directors with any ad hoc tasks on their various products.
2. To understand the market, its dynamics and products position within those markets.

# Key Tasks

1. Maintain and monitor timelines for effective campaign management.
2. Liaise closely with Group Marketing Manager in briefing campaign requirements, receiving costs and producing collateral.
3. Assist in the design process – from liaising with designers and proofing to ensuring delivery of artwork.
4. Conduct weekly 121 meetings with marketing team to ensure effective execution of campaigns.
5. Assist in the development of relevant media partner/contra activity.
6. Data – to work with the GMM on choosing relevant data both internal and external for direct mail / email drives.
7. Ensure that all sign off procedures are complied with.
8. Assist with maintenance & management of product websites.
9. Produce PR & Marketing Guides.
10. Learn how to maintain up to date and accurate budget records.
11. Assist with the email marketing campaigns for each visitor marketing campaign from design and copy to proofing and dispatch
12. Undertake specific analyses of marketing campaigns.
13. Ensure fulfilment of any activity not being undertaken be external suppliers or within remit of Group Marketing Manager (e.g. contra fulfilment; liaising with operations team, Preview magazine, Event Guide)
14. Undertake ad hoc projects as required.

**Projects could include:**

* Research changes in media consumption e.g. online advertising, UGC, social media etc.
* Determine minimum standards to be observed by exhibition organisers in providing a pleasant experience for exhibition visitors
* Exhibitor marketing – look at inbound marketing and lead generation; audit existing sales materials; research the effectiveness of PPC
* Audit visitor marketing campaigns to determine key success factors, looking at response rates; volume of activity; number of channels etc

**Requirements:**

* Educated to degree level
* The ability to prioritise projects, multitask, work to tight deadlines and stay calm under pressure
* Excellent organisational skills
* Works well within a team and is willing to pitch in and help others when it is needed (and conversely able to ask for help when needed)

**Key attributes:**

* team player
* keen commercial sense
* strong communication skills
* practical organisational ability
* proven people skills
* results driven

**Client Solutions Intern, UBM Built Environment – Job Description**

**Job Title:**                          Client Solutions Intern

**Location:**                          Southwark, London SE1

**Accountable to:** Client Solutions Director, UBM Built Environment

**Type of Post**:                    Full-time, for 6 months

**About the role:**

* Working in a team delivering bespoke solutions to customers needs
* The CS team produces everything from live and virtual events to print, online, and mobile products, as well as video (in conjunction with ITN)
* The role would be to support the commercial team in producing pitches and campaigns on behalf of clients, as well as supporting the delivery team in executing successfully-won campaigns.
* It is envisaged that the intern would spend three months with each team, building up knowledge of all of the key tasks from product development to project management.

**Person Specification**

**Experience/Knowledge**

* No specific experience required, but evidence of an interest in media – eg student journalism – or project management skills (such as organising events) are preferred.

**Qualifications**

* Degree level qualification or equivalent
* Applicants must be eligible to work in the UK

**Skills**

* Basic understanding of the media or events
* Ability to communicate verbally and in writing
* Lots of enthusiasm and energy
* A sense of humour

**Brand Development Intern, UBM Built Environment – Job Description**

**Job Title:**                        Intern

**Location:**                        Southwark, London SE1

**Accountable to:**Global Brand Director, Ecobuild

**Type of Post**:                  Full-time, for 6 months

**About the role:**

* This role is to support the development of the UK’s fastest-growing trade show – Ecobuild – which is dedicated to furthering the cause of sustainable development
* The role is also to support the growth of new versions of Ecobuild in other territories, such as China, where the first non-UK show will be staged in April 2012
* The intern will support the sales and marketing teams in engaging with clients and building the exhibitor and visitor base.
* It is envisaged that the intern will spend three months with the sales team, and three months on marketing
* Responsibilities will be flexed between the UK and international events

**Person Specification**

**Experience/Knowledge**

* No experience is essential, but an understanding and passion for events is preferred – ideally the intern will have organised events at university or outside and marketed them
* An understanding of the green agenda is also desirable, although no specific knowledge of the Built Environment is essential

**Qualifications**

* Degree level qualification or equivalent
* Applicants must be eligible to work in the UK

**Skills**

* Basic understanding of events, and/or sales and marketing
* The ability to communicate verbally and in writing
* The ability to generate ideas and show initiative
* Lots of enthusiasm and energy
* A sense of humour

**Intern, UBM Group People & Culture – Job Description**

**Job Title:** Intern, Group People & Culture

**Location:** Southwark, London SE1

**Accountable to:** Group People & Culture Director

**Type of Post:** Full-time, for 6 months

**The Role & Activities**

**The Position**

At UBM’s global headquarters we are looking for an energetic and enthusiastic intern to contribute to new and existing corporate People & Culture (P&C) projects and initiatives that support the delivery of the talent management, culture and organisational development programmes across all of our divisions globally, which underpin the delivery of UBM’s strategy.

Responsibilities will include:

* Managing information and data requests to and from the P&C community
* Data analysis
* Review of feedback/contributions from project team members
* Project meeting planning, agenda and meeting management
* Co-ordinating action planning, actions and follow-up by the P&C community
* Research into best practices in human capital management
* Review and assessment of tools and technologies to support P&C activity

**Activities**

Specific projects and tasks could include contributing to:

* UBM’s annual, global employee engagement survey
* Employer branding and employment value proposition projects and initiatives
* Design and implementation of capability/competency frameworks
* Corporate and divisional infrastructure, systems and process reviews
* Progression of UBM’s corporate responsibility programmes
* Leadership and talent development programmes
* Developments in internal and external social media initiatives

**The Successful Candidate**

**Requirements**

* A Degree level qualification, or equivalent, in a relevant discipline
* Applicants must be eligible to work in the UK

**Skills**

* Excellent verbal and written communication (editorial experience is desirable)
* Well developed numerical, data management and analytical expertise
* Proven ability in time management, personal organisation and prioritisation
* Able to work on several projects and deliver quality outputs within deadline
* Confident with desktop technologies
* Able to work collaboratively in teams and with virtual project teams

**Experience**

* No specific experience is required, but evidence of an interest in one or more specialist of generalist disciplines across the People & Culture / HR function is preferred, including organisation development, consultancy and communication.