

Summer Internship – Communications and data analysis (12 weeks)

Private Equity Backed – Real Estate and Marina Operator

Job Title:	Communications and data analysis intern
Responsible to:	Digital Communications Specialist
Location:	Office Based: Bursledon, Southampton
Sector:	Marina Operator and Real Estate (private equity backed).
Base Salary/Number of days:	Full time (June – September 22): c£400-500 per week dependent on experience

Overview

At boatfolk we're passionate about boating and getting people out on the water. As part of the UK leisure and marine industry we operate 11 marinas in locations across the UK and help ensure boat owners have everything they need with our own on-site yacht brokers, boat repairs services and hospitality offerings. We also like to make sure we're making a positive impact through our youth engagement and sustainability initiatives.

We are seeking a summer intern to provide support and gain experience at boatfolk HQ in Southampton, working within the communications team.

The boatfolk internship programme will provide you with an opportunity to gain first class industry experience to boost your CV, as well as provide you with the opportunity to develop a deep understanding of our business and how we operate.

Aside from boosting your future employability this is an opportunity to become a valued member of the team. You will be provided with ongoing support whilst working on real and diverse projects that make a real difference to our Customers, Employees and Community.

About the internship

This internship will enable you to gain experience in the areas of communications (internal and external) as well as customer insight and data analysis. Some of the projects or type of

activities you will be involved in include:

- Helping us review and re-design our SharePoint site to improve internal communications throughout the business
- Developing communications materials including policies and document templates to help us standardise our approach to customer and employee communications
- Working with our regional 'Marketing Champions' to help them better promote our marinas on social media and within the communities they are part of
- Analysis of and reporting on our annual customer survey, identifying insights on how to improve customer experience
- Researching and reporting on industry trends
- Ongoing learning and development opportunities with skills sessions on key business topics

The above is not an exhaustive list of duties and the successful candidate will be expected to perform different tasks as needed by the organisation. There may also be opportunities to take on projects or tasks of particular interest or aligned with the career goals of the intern.

Personal attributes, skills and experience

About you

We are looking for a passionate and hardworking individual with an understanding of communications and data analysis who is keen to develop their skills within a national business. The ideal candidate will be proactive, eager to make a positive impact and have good interpersonal skills.

Education and experience:

- Working towards a degree in a business-related subject (preferably marketing or communications) on target for a minimum of a 2:2
- 3 A Levels (or equivalent)
- Computer literate with experience using the Microsoft Office Suite
- Experience using SharePoint or a similar intranet system
- Experience with data analysis working with both qualitative and quantitative data

Personal attributes

- Interested in a career in communications
- Organised with good attention to detail
- Able to work to agreed timescales to meet deadlines, sometimes under pressure
- Good at prioritising and multitasking
- Works equally well within a team and on their own
- Organised, good at prioritising, multitasking and working to deadlines
- Good communication skills both written and verbally
- Skilled at building working relationships
- A flexible, positive and can-do attitude
- No boating experience is required, but a passion for the water is a bonus as you may have the opportunity to experience what goes on operationally at our marinas

Application process

- Please submit a CV and covering letter to Emelie Pine – Digital Communications Specialist by email emeliep@boatfolk.co.uk by 20th May 2022.
- If successful, we will invite you for interview.
- *Note: This internship is office based. A full risk assessment has been carried out in relation to office activities and Covid 19. This has further been developed into a full Business Recovery Plan which considers staff welfare and best practice which will minimise the risk of Covid 19 infection.*