

# InterContinental Hotels Group (IHG) Marketing Intern

What's your passion? Whether you're into golf, travelling or reading, at **IHG** we're interested in YOU. We love people who apply the same amount of care and passion to their jobs as they do their hobbies - people who help us create great hotels guests love.

At the moment we're looking for an **Intern** to join our **Marketing** team at **IHG**. By bringing your energetic and enthusiastic approach to work everyday, we'll give you the opportunity to support our **NSW/ACT marketing team** working across the **Crowne Plaza and Holiday Inn** brands. This includes taking on online, distribution and campaign materialization activities.

Starting early April and based at **Holiday Inn Potts Point**, you'll work with us 1-2 days a weeks for a period of up to 250 hours to meet your course requirements. We're flexible as to what day of the weeks you work as we're mindful that you need to fit us in and around your studies.

To be successful you'll be a 4th year student studying a Bachelors Degree in Commerce – Services Marketing (Tourism Marketing) at UNSW with a major in marketing. You have strong attention to detail, superior written communication skills and are experienced in conducting research and analysis. Ultimately, you have a can do attitude and a passion for marketing.

To apply, please submit your resume and covering letter outlining how you meet the above selection criteria to Marion Burford [m.burford@unsw.edu.au](mailto:m.burford@unsw.edu.au) by **Friday 26 March 2010**. A short-list of candidates will be presented to IHG who will then be in contact with you.

To learn more about what it's like to work with IHG, please visit our careers website [www.ihg.com/careers](http://www.ihg.com/careers)

## JOB DESCRIPTION

**JOB TITLE:** Marketing Intern

**AREA/DEPARTMENT:** Marketing

**JOB BAND:**

**HOTEL LEVEL:**

**REPORTS TO:** Marketing Manager

**POSITIONS SUPERVISED:** None

**JOB SCOPE:** This position exists in order to support the Marketing function for Holiday Inn and Crowne Plaza Hotels and Resorts NSW / ACT, NCC and Parliament House Catering in order to meet or exceed revenue and profit targets. This role also requires the support of our Winning Ways of Do the right thing, Show we care, Aim higher, Celebrate difference and Work better together.

**TESTIMONIAL:** I hereby confirm having read the duties and agree to perform these duties as set out in the Job Description to the required standards.

**Signature:** .....

**Date:** .....

## Key Responsibilities

### General

- Research relevant marketing strategies in accordance with the Marketing Manager
- Implement promotional campaigns and strategies to increase assigned Hotels' / Properties brand awareness in the marketplace.
- Assist the Marketing Manager to develop, source and facilitate interesting events and promotions that will generate revenue and promote public relations.
- Assist with all special events, promotions, reservations for visiting journalists, distribution of media releases and up-to-date press kits, support all in-house photo/film/fashion shoots and site inspections.
- Assist supervise and coordinate the work of the relevant production agencies to ensure the campaign meets the deadlines.
- Support the Marketing Manager analyse data to gain consumer insight, a better understanding of the market, product and brand awareness, price/value perceptions and the opportunities to strengthen the position of assigned Hotels / Properties in NSW / ACT.
- Support the Marketing Manager identify and penetrate new source markets in key regional areas and regions outside of ANZSP to diversify geographic delivery and secure new transient, leisure FIT and group customers.
- Research and implement competitor monitoring systems to provide key stakeholders with industry insight
- Source destination news for search engine optimisation
- Examine best practice and 'best in class' marketing activities to compile for distribution and evaluation of 'idea adoption' into hotel practice
- Assist plan and manage assigned food and beverage marketing campaigns
- Research relevant marketing strategies.
- Plan and develop a website conversion monitoring program to measure and manage conversion activities
- Assist plan and facilitate advertising campaigns and strategies under the direction from the Marketing Manager.

### Occupational Health and Safety Responsibilities

- Demonstrate awareness of OH&S policies and procedures and ensure all procedures are conducted safely and within OH&S guidelines.
- Be aware of duty of care and adhere to occupational, health and safety legislation, policies and procedures.
- Be familiar with property safety, first aid and fire and emergency procedures and enforce these in your areas.
- Initiate action to correct a hazardous situation and notify supervisors of potential dangers.
- Ensure security incidents and accidents are logged, investigated and rectified to prevent future catastrophes.

Key Competencies	Key Tasks
Taking Responsibility	<ul style="list-style-type: none"> <li>• Strive for constant improvement and take responsibility for own performance</li> <li>• Adhere to InterContinental Hotels Group Corporate Code of Conduct</li> <li>• Adhere to Hotel / Property Handbook and general policies and procedures</li> <li>• Adhere to Sales and Marketing Policies and Procedures</li> <li>• Report problems to Management with suggestions for resolution</li> </ul>
Understanding My Job	<ul style="list-style-type: none"> <li>• Clarifies own job responsibilities and looks for opportunities that will increase skills and job knowledge</li> <li>• Understands how role fits with others and contributes to the success of business</li> <li>• Understands the Hotel / Property's facilities, products and services</li> <li>• Provides information when requested and promotes Hotels' / Properties services, facilities and special events</li> <li>• Implements department procedures and policies as needed</li> </ul>
Customer Focus	<ul style="list-style-type: none"> <li>• Build and maintain positive relationships with all internal customers and guests in order to anticipate their needs</li> <li>• Create a positive Hotel / Property image in every interaction with internal and external customers</li> <li>• Adhere to Hotel / Property brand standards</li> </ul>
Teamwork	<ul style="list-style-type: none"> <li>• Demonstrate co-operation and trust with colleagues, supervisors, teams and across departments</li> <li>• Communicate well to ensure effective shift hand-overs</li> <li>• Actively participate in organised meetings</li> <li>• Interact with department and Hotel / Property staff in a professional and positive manner to foster good rapport, promote team spirit and ensure effective two way communication</li> </ul>
Adaptability	<ul style="list-style-type: none"> <li>• Be open to new ideas and make changes in the job and routine as required</li> <li>• Work in line with business requirements</li> <li>• Complete tasks as directed by Management</li> </ul>
Developing Self	<ul style="list-style-type: none"> <li>• Develop/update skills and knowledge (internally or externally) to reflect changed technology or changed work requirements</li> <li>• Seek feedback on areas of shortfall</li> <li>• Maximize opportunities for self development</li> </ul>
Reliability	<ul style="list-style-type: none"> <li>• Ensure that your work quality meets the standards required and complete tasks in a timely and thorough manner with minimum supervision</li> <li>• Follow standards, policies and procedures</li> <li>• Meet Hotel / Property attendance and grooming standards</li> </ul>
Cultural Awareness	<ul style="list-style-type: none"> <li>• Work effectively with customers and colleagues from different viewpoints, cultures and countries</li> </ul>