INTERNSHIP

Digital Marketing Intern

Contract:	6-month paid internship Full-time, 35 hours per week, Monday to Friday
Location:	30 Bedford Square, London, WC1B 3EE. Hybrid working.
Reports to:	Senior Digital Marketing Manager
Salary:	£13,650 for the duration of the internship (6 months)

About Edconic

Edconic is an organisation that partners with prestigious companies to deliver relevant, experiential learning programs taught by industry experts from the world's best brands. The Edconic portfolio currently includes Vogue College of Fashion, Sotheby's Institute of Art, The School of The New York Times, Manchester City Sports Business School and WIRED Education. Edconic academic programs range from pre-college and collegiate courses to master's degrees with campuses in New York, London, Madrid and Online, and partnerships in Seoul and Beijing.

Purpose of the Internship

This internship provides structured, supervised experience within the Marketing team. The intern will gain hands-on exposure to digital performance marketing across the Edconic portfolio. The role is developmental, supporting the intern to build core marketing skills while learning from marketing specialists within the Global Enrolment, Marketing and Sales (GEMS) department.

The candidate must be based within commutable distance to London, with flexibility to work remotely.

Key Learning Objectives

This internship is designed to provide practical, hands-on experience in digital marketing:

- Gain an understanding of how live campaigns are monitored and supported across Google Ads, Meta, TikTok, and Rednote.
- Learn how analytics data is collected and reviewed to translate insights into marketing strategies, with opportunities to assist in preparing basic reports.
- Develop skills in observing how budgets are tracked and assist with finance-related administration within a marketing context.
- Understand how campaigns are adapted for international markets, including China.

- Work within a dynamic team and experience how a global organisation manages brand marketing across multiple schools and programmes.
- Build confidence in using marketing technology and tools in digital marketing.

The intern will receive structured support, including weekly in-person check-ins with their line manager who will also act as a mentor. Training in key tasks, supervision and guidance will be provided throughout the placement, along with a structured 6-month learning plan for professional development.

The Role

The Digital Marketing Intern will report directly to the Senior Digital Marketing Manager and support tasks related to digital campaigns across Edconic's portfolio. This role focuses on providing support to performance, marketing, analytics and finance processes with particular emphasis on platforms such as Google Ads, Google Analytics, Meta, TikTok, and Rednote (for the Chinese market).

The intern will be part of a team of marketing specialists embedded within and supported by the Global Enrollment, Marketing and Sales (GEMS) department, which operates like an internal agency providing support to all Edconic schools and programs.

The intern will gain hands-on experience in campaign coordination, data preparation, and digital processes, working closely with the Marketing Operations, Creative, and Finance teams to observe how campaigns are delivered effectively, on budget, and with measurable impact.

Key Responsibilities

- Support with tasks related to the planning and coordination of digital campaigns across Google Ads, Meta, TikTok, and Rednote.
- Assist with preparing information / documentation used for monitoring pacing, budget and performance checks.
- Support in Google Analytics reporting by gathering data and assisting with the preparation of basic reports to help improve campaign effectiveness.
- Contribute to finance administration, including processing invoices and logging expenses.
- Collaborate with the Senior Digital Marketing Manager to learn how market-specific strategies are developed and assist with early-stage tasks including localised campaigns for the Chinese market via Rednote.
- Assist in audience segmentation, targeting, and retargeting strategies by supporting administrative or data-preparation tasks
- Support the creation of digital dashboards and performance reports by helping gather the relevant data required
- Work with the Global Enrolment, Marketing and Sales (GEMS) department to understand how digital marketing supports enrolment and assist with relevant tasks align digital campaigns with enrolment and conversion goals.

- Stay up to date with digital marketing trends, tools, and best practices, particularly in sports, media, technology, and entertainment sectors.

Person Specification

Essential Experience and Skills

- Interest in learning in digital marketing platforms (Google Ads, Meta, TikTok, Rednote). Training will be provided.
- Interest in learning analytics tools such as Google Analytics and how data can be interpreted into actionable insights.
- Comfortable using basic digital tools (e.g. Microsoft Office Suite), with openness to learning marketing technology, CMS and CRM platforms with training
- Strong organisational skills with the ability to support multiple tasks with guidance
- High attention to detail and interest in data analytics
- Demonstrated interest in digital marketing and curiosity about how global brands translate into education
- Enthusiasm for marketing, an interest in how data informs marketing decisions and data-driven decision making, and consumer engagement
- Excellent command of the English language, both oral and written

Desirable Experience and Skills

- Knowledge of or interest in the Chinese digital ecosystem (Rednote, WeChat, etc.)
- Awareness of digital marketing strategies such as email campaigns, social media marketing, or paid ads

Application Process

Please submit your CV plus a covering letter demonstrating your interest in the internship and how you meet the person specification to: ukvacancies@edconic.com. The closing date for applications is 9am on Monday 5th January 2026.