



### English Path

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Greenford, London,  
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› +44 (0) 207 539 3548  
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› www.englishpath.com



*To create the world's most accessible  
and innovative language school that  
changes lives through education.*

**ROLE TITLE:** Marketing - Work Experience Intern

**REPORTS TO TITLE:** Senior Sales Operations and Marketing Manager

**BUSINESS FUNCTION/SUB-FUNCTION:** Marketing

**DURATION:** 3 to 6+ months

**LOCATION:** Greenford, London

### ABOUT ENGLISH PATH:

English Path is a global English language school that empowers students of all ages through language learning and cultural immersion. With modern campuses across the UK and internationally, English Path delivers high-quality General English, Exam Preparation, and Professional Certificate programmes. We strive to create vibrant learning communities that are student-centred, diverse, and supportive.

### MISSION:

To create the world's most accessible and innovative English language school that changes lives through education that makes a fundamental difference to living standards.

### VISION:

To change lives through education that makes a fundamental difference to living standards and access to learning.

### ROLE PURPOSE:

The Marketing Intern will provide support to the Sales Operations and Marketing team of English Path. The role offers a structured learning experience focused on marketing and sales operations.

The intern will contribute to day-to-day non-core functions and projects that enhance the visibility and effectiveness of our marketing efforts, under the supervision of designated staff members. Tasks may include creating and maintaining marketing materials, supporting procurement processes, curating content for social media, and assisting with campaign coordination and feedback collection.

All tasks are non-essential and do not replace paid staff duties. Interns will agree clear learning objectives with their supervisor and gain insight into the business operates from a marketing operational perspective.

This internship is suitable for students seeking experience in marketing sector. It is unpaid; however, participants may be issued a travel card to support transport to and from their placement and may be reimbursed for lunch expenses up to a maximum of £7.50 per day.

### Sales and Marketing Support:

- Support the development and maintenance of online and offline marketing materials, such as brochures, flyers, presentations, discount flyers, market-specific materials, banners, school and accommodation fact sheets, handbooks, etc.
- Participate in monitoring of market trends to stay abreast of industry developments and opportunities.
- Assist in collection and analysis of feedback to drive continuous improvement.
- Participate in Brand Guideline reviewal.



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- Support the Business Development Team in preparation for events such as fairs, workshops, webinars, and others.
- Assist in marketing administrative tasks.
- Support in marketing related supply chain tasks.
- Assist in creation of content for website and social media platforms, ensuring a consistent and engaging online presence.

### LEARNING OUTCOMES:

By the end of the internship, the participant can expect to have:

- Gained practical experience in platforms such as Adobe Creative Suite, Canva, CRM tools, and more
- Strong foundation in brand identity, visual consistency, and content management
- Skills in market research, social media design, and digital storytelling
- Experience in collaboration, feedback integration, and presenting creative ideas
- Leadership in small projects, strategic thinking, and portfolio development
- Developed confidence working in a multicultural environment.
- Received feedback and a reference (if appropriate) based on progress.

### ELIGIBILITY:

- This role is open to students as part of a formal internship, work experience, or placement programme.

### REQUIREMENTS:

- Strong interpersonal, communication skills and high level of spoken and written English.
- Passion for marketing, sales, social media, events, and content creation.
- Ability to generate creative content ideas.
- Basic knowledge of Microsoft Office Suite, Adobe or other graphic design, social media, and CRM platforms.
- Self-motivated with a proactive approach to tasks.
- Positive attitude and adaptability in a dynamic environment.
- Familiarity with the education industry and study abroad programs is beneficial.
- Experience in creation of brochures, banners, and other marketing material is beneficial.

### TRAINING & SUPERVISION:

- Interns will receive a full induction, including safeguarding, health & safety, GDPR, and confidentiality.
- A supervisor will be assigned and learning objectives agreed at the start of the internship.
- Ongoing feedback will be provided with a final review and optional reference letter.
- Hands-on training in Adobe Creative Suite, Canva, CRM tools, and project management platforms
- Development of design, content management, market research, and presentation skills
- Any access to sensitive information will be proportionate and supervised.
- DBS checks may be required if the placement involves interaction with under-18s.

### WORKING HOURS & BENEFITS:

- Up to 35 hours per week (flexible, to be agreed in advance).
- Interns are entitled to a 30-minute break for every 6 hours worked.



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#### **OTHER INFORMATION:**

- This role is a voluntary placement and not a contract of employment.
- The intern is under no obligation to attend or perform any duties.
- All placements are managed in line with EP's Intern, Work Experience and Volunteer Policy and UK employment law.
- Interns must have the right to volunteer/work in the UK.