



DOCUMENT REF | 871331\_TC

## Internal Role Specification

**Role Title:** Marketing & Social Media Work Experience

**Date created:** October 2025

**Reporting to:** Brooke Heydon, Managing Director

**Role Dept.:** Marketing

**Position Type:** Learning Experience (Informal)

**Period:** 12 Weeks (Flexible)

**Hours:** Arranged flexibly and subject to availability

The work experience will run during one of the following periods:

- Monday 2nd March to Friday 29th May 2026
- Monday 1st June to Friday 27th August 2026

**Application deadline:** Friday 6th February 2026

### Project Overview:

This work experience opportunity offers a learning focused introduction to life within a small marketing and branding agency. The role is designed to provide practical insight into how campaigns are planned, reviewed and developed, while supporting the creation of portfolio ready work.

The experience is flexible and mostly remote, structured around individual availability, and centred on observation, guided activities and mentoring rather than formal responsibilities or client delivery. It is best suited to a student or recent graduate looking to build confidence, develop practical understanding and gain exposure to real agency processes in a supportive environment.

### Suitability Criteria

This experience is suited to an individual who:

- Is currently studying, or has recently completed studies, in marketing, communications, design or a related discipline
- Has a genuine interest in marketing and social media
- Is keen to learn, ask questions and engage with feedback
- Is organised and comfortable working independently in a remote setting

# Organisation Overview

## About Truene

Truene Creative Ltd is a Kent based marketing and branding agency working with small and growing businesses across a range of sectors, both B2B and B2C. The agency supports clients with brand and marketing strategy, social media, content and digital marketing, with a strong emphasis on professionalism, consistency and strategic thinking.

Truene operates as a small, collaborative partnership team working primarily on a remote basis, aside from external client or third-party meetings, such as content shoots for social media retainer projects, or team catch ups where appropriate.

## Role Specification

### Purpose of the Experience

This work experience position provides insight into the day to day operation of a marketing agency and supports the development of practical knowledge in a real world context.

It is intended for a student or recent graduate seeking to:

- Gain exposure to agency working practices
- Develop confidence in marketing and social media disciplines
- Build portfolio appropriate material
- Learn through observation, discussion and guided activities

### Scope of Learning Activities

With full training and support, the individual may be involved in the following learning activities:

- Observing how client briefs are reviewed and translated into marketing activity
- Gaining insight into the planning and review of organic social media campaigns
- Learning how content calendars are structured and managed
- Completing guided SEO research exercises
- Supporting on creative and design based learning tasks
- Collaborating on the development of a marketing plan for skill and portfolio purposes
- Shadowing selected client meetings where appropriate (optional)

### Learning Outcomes

By the end of the experience, the individual can expect to have gained:

- An understanding of how a small marketing agency operates
- Exposure to real campaign discussions and decision making processes
- Practical insight across social media, content planning, SEO, advertising, marketing strategy, branding, design and management
- Portfolio suitable work with guidance on presentation and explanation
- One to one mentoring and constructive feedback

A professional reference may be provided upon completion of the experience.

### Working Arrangements

- The experience is fully flexible and structured around individual availability
- There are no fixed working hours or minimum time commitments
- Activities will be arranged to sit alongside studies or other commitments

## Suitability Criteria

This experience is suited to an individual who:

- Is currently studying, or has recently completed studies, in marketing, communications, design or a related discipline
- Has a genuine interest in marketing and social media
- Is keen to learn, ask questions and engage with feedback
- Is organised and comfortable working independently in a remote setting
- Demonstrates professionalism, curiosity and reliability

Previous agency experience is not required.

## Expression of Interest

To express interest, please confirm the below in writing to [hello@truenecreative.com](mailto:hello@truenecreative.com):

- Your interest in the experience
- A rough outline of your availability during the stated period

## Terms & Working Arrangements

- The experience is fully flexible and structured around individual availability
- There are no fixed working hours or minimum time commitments
- Activities will be arranged to sit alongside studies or other commitments

This opportunity is offered as informal work experience only. It is unpaid, uncontracted and does not constitute employment, worker status or an internship. Participation does not create any obligation to provide work or payment, nor any entitlement to paid work now or in the future.

The experience is learning led and designed to support skills development, professional understanding and portfolio building.

The individual will not be responsible for managing client accounts, delivering client work independently or meeting deadlines that affect business operations.

## Capacity and Progression

- Due to capacity, only one individual can be supported at any given time
- There may be potential for a part time paid role in future, subject to business capacity and suitability
- Any future paid opportunity would be discussed separately and is not guaranteed

*Please note: This document is provided for information purposes only and does not constitute a contract of employment. Details outlined are subject to change at the discretion of Truene and are dependent on business capacity and availability.*

*To make an enquiry, please email [hello@truenecreative.com](mailto:hello@truenecreative.com).*