



English Path Head Office
891 Greenford Road,
Greenford, London,
United Kingdom, UB6 0HE
info@englishpath.com
+44 20 4534 0788

JOB DESCRIPTION

JOB TITLE: Student Services and Social Media Intern

REPORTS TO TITLE: Centre Manager

BUSINESS FUNCTION/ SUB-FUNCTION: Student Services

DURATION: 3 to 6 months

LOCATION: Europe – Paris or Berlin

ABOUT ENGLISH PATH:

English Path is a rapidly growing, global English language school that empowers students of all ages through language learning and cultural experiences. English Path has expanded significantly since its foundation, establishing modern campuses, and professional learning environments in the UK, Europe, North America, and the Middle East.

We provide a diverse range of courses, including General English, Academic and Exam preparation, and Professional Certificate programmes. Our curriculum is designed to not only encourage students to enhance their language skills, but also facilitates immersion into the local culture through themes which connects the classroom to social activities which take places after classes and are a key part of our offer. We also offer additional ancillary services such as high-quality accommodation, student insurance and transfers.

By joining English Path, you will be immersed in a talented, passionate, and dynamic group of professionals who are focused on one clear vision; to transform lives through education. Find out more about us here: www.englishpath.com.

MISSION:

To provide high-quality, motivating English courses that stimulate and challenge students so they can learn, grow, and excel.

VISION:

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

ROLE PURPOSE:

As a Student Services and Social Media Assistant, you will play a multifaceted role within both our student services and marketing teams. Your primary responsibilities include leading engaging social program activities and creating compelling visual content to promote EP. This unique position involves working closely with the Social Media Executive to enhance our online presence and simultaneously being an integral part of the dedicated Student Services team.



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RESPONSIBILITIES:

Student Services:

- Welcome new students and ensure a smooth orientation experience.
- Foster a customer service-focused culture for improved student retention.
- Lead diverse social program activities to enhance student engagement.
- Address student inquiries promptly, including courses, accommodation, and well-being.
- Efficiently manage and resolve student issues and complaints.
- Collect and analyse feedback for continuous improvement and high satisfaction.
- Coordinate with EP head office on post-arrival service matters.
- Contribute to managing student accommodation and collaborate for optimal service delivery.
- Actively identify and implement opportunities for service enhancement.
- Assist with administrative tasks as required.

Social Media:

- Foster student engagement on social media platforms.
- Capture quality photos and videos of students during events and social programs.
- Collaborate with the Social Media Executive to execute content promotion strategies.
- Produce visually appealing and engaging content, following a brief, or taking own initiative.

ELIGIBILITY:

- Open to students applying as a requirement of their college, school, or university course.

REQUIREMENTS:

- Strong communication and interpersonal skills.
- Passion for social media, events, and content creation.
- Proficient in photography and videography.
- Ability to generate creative content ideas.
- Enthusiastic about promoting English Path and engaging with students.
- Basic knowledge of social media platforms.
- Self-motivated with a proactive approach to tasks.
- Proficiency in Microsoft Office Suite and quick adaptability to new software.
- Ability to work both independently and within a team.
- Positive attitude and adaptability in a dynamic environment.
- Familiarity with the education industry and study abroad programs is beneficial.

KEY PERFORMANCE INDICATORS:

- Student satisfaction scores and feedback.
- Student Engagement on social media platforms.
- Positive feedback on visual content quality.
- Successful resolution of student issues or complaints.
- Improvement in student retention rates.
- Positive feedback from staff and visitors about interactions.
- Implementation of service improvements based on feedback.



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OTHER INFORMATION:

The Student Services and Social Media Assistant will also be expected to demonstrate their commitment:

- To EP's values and regulations, including equal opportunities policy.
- To EP's Social, Economic and Environmental responsibilities and minimise environmental impact in the performance of the role and actively contribute to the delivery of EP's Environmental Policy.
- To EP's Health and Safety responsibilities to ensure their contribution to a safe and secure working environment for staff, students, and other visitors to the campus.

This job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee. Other duties, responsibilities and activities may change or be assigned.