

Internship Field: NGOs and PR & Marketing
Job ID: UK002



NGOs & Non-Profits



PR & Marketing

Internship Dynamics

Location: London, UK

Length: 2 positions between June to August for 6 weeks

Overview on the Organisation

We have supported over 3,000 marginalised CYP, including those that fall under 'at risk' between 7 to 24 years old and our mission is to design and deliver services to enhance self-esteem, build resilience and acquire tools to achieve positive outcomes.

We achieve this through our 3 pillars - motivational educational programmes, football (and other recreational community) services, and employability skills schemes

We have been delivering work experience schemes, under our employability skills pillar since 2012 that develops transferable skills such as leadership, problem solving, team working, interpersonal etc

Since the beginning of last year, we have been focussing our attention on post 16 employability skills platforms e.g. work experience positions for those on traineeships, intern positions and Volunteers Scheme aimed at supporting 16 to 24 year olds not in employment, education or training to get back on track and onto their chosen employment journey.

Due to the pandemic, we have launched Online Project, which is funded by the Government in Partnership with The National Lottery Community Fund.

Duties

PR & Communications role

Main Purpose:

- To support the Director of stakeholder Engagement to put in place an effective PR and Comms Strategy that tells a strong story of us
- To devise and maintain a “Key Message” Comms log and a stakeholder register
- To support management where necessary including producing key information for Board of Director meetings

Main Tasks:

- Devise, keep up-to-date and monitor stakeholder register
- Maintain “Key Messages” log

- Develop strong relationships and liaise regularly with key stakeholders
- Developing strong local voluntary sector knowledge
- Work with the Director of Stakeholder to put together a key events timetable
- Send out periodic questionnaires, analyse responses and feedback to management
- Attend relevant training, key meetings, conference/ webinars and network events
- Any other reasonable tasks that take forward the aim of the post and the work

OR

Digital marketing role

Main Purpose:

- To create engaging content to enhance and improve our social media presence
- To develop relationships with others on social media to agree appropriate shout-for-shout/ other referral arrangements to maximising audience engagements
- To support management where necessary including producing key information for board of Director meetings

Main Tasks:

- Managing all our social media channels, including YouTube, Instagram, Twitter, blogs and other relevant platforms
- Put in place other necessary social media platform such as Tok-tok, LinkedIn
- Creating dynamic written, graphic and video content
- Creating content that promotes interaction, increases presence on our platforms and encourages audience participation
- Developing strong local voluntary sector knowledge
- To coordinate data on all social media usage
- To provide management with feedback and produce key information for meetings
- Attend relevant training, key meetings, conference/ webinars and network events
- Any other reasonable tasks that take forward the aim of the work

Application Deadline

24th January 2025 (Friday)