

Work outline

Communications internship

1. Background

This varied internship would be ideal for someone who has experience of and an interest in developing a career in communications and who would also like to gain experience of working within an environmental charity or in public policy generally. The position offers experience of website management, media relations, online media, and assisting with events of varying size and scope.

2. Purpose

To work on communications at Green Alliance, undertaking various aspects of maintaining and updating Green Alliance's website, related online tasks, and press monitoring. You will report to the senior communications manager but will be asked occasionally to assist other staff.

3. Activities

Website

- **editing:** helping with day-to-day updating, including text changes, layout, image editing and creating new pages. Our website is run on Ektron Content Management System (CMS).
- **proofing and maintenance:** helping to maintain existing website content, checking grammar and spelling and consistency of copy and house style, and that content is up to date and links are still working.
- **development:** liaising with the external web developers on site maintenance and the rolling programme of website improvements.
- **marketing:** using online methods to drive traffic to Green Alliance's website, such as Twitter and search engine optimisation.

Media:

- **daily media:** compiling daily media report (with other interns).
- **press file:** management of the Green Alliance press file: recording Green Alliance features and mentions and updating the website media room.
- **monitoring:** monthly analysis of press coverage and online communications.

Other:

- answering the phone; managing the Green Alliance general email address; opening post; sending post; other ad hoc administrative tasks (all shared with other interns).

Person profile

Interest in and experience of online communication; administrative experience; experience of proof-reading; computer literacy and aptitude with different software and online applications

(previous knowledge of website management or Adobe Photoshop desirable but not essential); good organisational skills and time management; attention to detail; excellent grammar and writing skills; confident phone manner; initiative; ability to work well in a team; flexibility; a strong interest in environmental issues.

5. Hours and expenses

Two to three days a week to be agreed when taking up the internship. Commitment of six months is desired.

Out of pocket expenses will be paid on submission of receipts, for lunch up to the value of £5 and for travel, to a maximum of £15 per day in total.

Green Alliance's office is in Victoria. It is a no smoking office on the first, second and third floors with stairway access only. Interns are covered under Green Alliance's Employer's Liability insurance policy.

Green Alliance welcomes applications from all members of the community. We will aim to accommodate special requirements wherever possible, on request.

6. Application

If you are interested, please fill in our application form (no CVs please) and send it to Karen Crane, senior communications manager, Green Alliance, 36 Buckingham Palace Road, London, SW1W 0RE or by email to kcrane@green-alliance.org.uk

Deadline for applications: 9 March 2012

Interviews will be held in the week of 12 March 2012

Please note that we do not accept CVs.