Job Description and Person Specification

Job Title:	**Communications Intern (part-time)**		
Term:	6-month fixed term contract with possibility of extension		
As at:	August 2024	**Hours:**	14 hours per week
Job Summary	This position is designed as an internship within the organisation and is a fixed-term, 8-month position, designed to provide a student/recent graduate with relevant experience and skills. The Communications Intern will play a vital role in the organisation's mission to advance higher education in London. With guidance and support from the Head of Communications, responsibilities will include creating and disseminating engaging content through various channels, designing visually appealing assets using Canva in alignment with London Higher's brand guidelines, updating website content, drafting letters to policymakers and coordinating project timelines. The Communications Intern is a developmental role suited to someone who is studying or has completed a marketing/communications-focused degree and/or is looking for practical experience in a marketing/communications team, with mentorship and training provided to enhance your professional development.		

1. Content creation and distribution: in conjunction with the Head of Communications, write and produce compelling content which can be shared through various channels, including the organisation's social media, email, and newsletters.	20
2. Design and branding: With instruction from the Head of Communication utilise Canva to design social media assets, report covers and event invitations, adhering to London Higher brand guidelines.	20
3. Social media management: Develop, maintain, and monitor our social media channels, including X/Twitter, YouTube, and LinkedIn. This will include crafting engaging copy and posts to ensure good engagement across the channels.	15
4. Website management: With direction from the Head of Communications upload posts to the website and edit pages as needed to ensure the continuous flow of up-to-date information.	10
5. Project coordination: work across the organisation to ensure that communications-related tasks and projects are on track, this will include coordinating meetings for project teams as needed.	10
6. Policy advocacy: Support the Head of Communications in drafting letters to policymakers using the organisation's template.	10
7. *Any other duties reasonably required of the post-holder by the CEO and Head of Communications.*	*5*

JOB REQUIREMENTS/PERSON SPECIFICATION

TECHNICAL KNOWLEDGE AND SKILL

- Excellent verbal and written communication skills are required, e.g. newsletter drafting and proof reading.
- Good operational knowledge of Microsoft Office packages and an ability to learn new IT systems quickly.
- Confident using social media platforms such as Instagram, TikTok, including drafting content for sites.
- Ability to work as a member of a team to achieve team objectives.
- Ability to multitask and complete tasks promptly and accurately.

PERSONAL QUALITIES

The successful applicant will be:

- Eager to develop new skills and learn about the higher education sector in England and, specifically, in London.
- Confident in regularly communicating over email and in person; always conducting themselves in a professional manner.
- Enjoy multi-tasking and be willing to learn how to work effectively and efficiently in a fast-changing environment.
- Proactive and willing to take initiative and manage their own workload with little supervision.

REPORTING LINES	**Reports To (Job Title)**	Head of Communications
	Responsible for (No of staff in each grade)	None