

INTERNSHIP SCHEME

Macmillan Cancer Support: Volunteer Role Description and skills profile

Role title: Marketing Internship

Internship runs from: 20 June – 30 September

Interviews to be held: Between 16-27 May

Why do you need me?

Macmillan Cancer Support is dedicated to reaching and improving the lives of everyone affected by cancer.

Working within the Marketing team you will help to produce innovative new marketing products, and support the implementation of campaigns that raise awareness of Macmillan's services. The Marketing team advise on how to reach key audiences including volunteers, health and social care professionals and people affected by cancer, and how to best use materials and marketing channels to raise awareness of Macmillan's services and support fundraising initiatives. We produce and distribute Macmillan's core marketing materials, and work with internal clients to develop new products for specific campaigns, such as leaflets for corporate partners including Boots and Nationwide. We also raise awareness of Macmillan's services, such as the Macmillan Support Line, promote fundraising events such as the World's Biggest Coffee Morning, and engage the public in Macmillan's campaigning activity.

We're part of a busy department that includes teams responsible for design, copywriting and logistics so you will project manage in-house production, as well as working with external suppliers

What activities will I be involved in?

You will be involved in supporting the development of new marketing products and delivering marketing campaigns, from briefing stage through to final evaluation. Tasks may include:

- assessing client briefs
- liaising with clients to clarify objectives and approval processes
- developing and agreeing schedules
- researching audience needs
- coordinating design, copywriting, print and distribution
- evaluating product or campaign effectiveness.

What skills and abilities will I need to have?

- an understanding of marketing processes

- excellent project management skills with the ability to work on multiple projects in tandem, manage budgets and deliver solutions that meet objectives and deadlines
- experience of analysing customer needs
- excellent attention to detail
- excellent written communication skills
- confidence in speaking to a variety of people, from internal clients to suppliers
- ability to use own initiative within specified guidelines, and to work as part of a team
- experience using Microsoft Office applications
- enthusiasm for the cause and ability to represent Macmillan Cancer Support
- willingness to follow Macmillan policy e.g. health and safety, equal opportunities, confidentiality and financial guidelines.

What are the goals?

- develop marketing solutions that enable Macmillan to reach more people affected by cancer
- deliver results that meet objectives, within budget and to deadline

What are the benefits to me?

This is a unique opportunity for budding marketing professionals or those looking to build on their marketing experience. You will:

- gain hands-on experience of working with one of the top charity brands
- develop your marketing, production, evaluation, and written and verbal communication skills
- gain experience of how a big, successful national charity works and access our database of employment opportunities
- enhance your CV and gain written references at the end of your internship
- be part of a supportive, lively and fun team who will facilitate your development
- help make a real difference to peoples' lives.

How much time should I offer?

- this is a 3-5 day a week role, 9-5pm, from 20 June 2010 – 30 September 2011
- there is flexibility about hours and days – please contact Naina Patel at npatel@macmillan.org.uk to discuss any requirements.

Where will I be based? Will I need my own transport?

- you will be based at Macmillan's head office at 89 Albert Embankment, London , SE1 7UQ
- you will not require your own transport as we are located a short walk from Vauxhall Tube and Train Station and near to several major bus routes.

Is there an induction and training?

We will ensure you have the training and information you need through:

- our comprehensive induction day which will be on 22 June so keep free!
- introductions to your team and key members of the organisation
- on-the-job training on our systems and any further coaching needed for the role.

What ongoing support/guidance will there be?

You will be fully supported by the team throughout your time with us. Including:

- clear and SMART objectives and agreed work plan
- regular 121 and team meetings to discuss any queries and opportunities for feedback
- a mentor and help in developing your CV (should you want it)
- opportunities to network with staff, volunteers and other Interns during the placement

Will my expenses be paid?

- The internship is unpaid but we pay volunteers' "out-of-pocket" expenses within agreed guidelines which should cover your lunch up to £5 and travel.

What's the next step?

You need to fill out an application form and send it to us. We will acknowledge your application and let you know whether you have been shortlisted for interview. For further details please call Naina Patel on 020 7840 7840 or email npatel@macmillan.org.uk