

INTERNSHIP SCHEME

Macmillan Cancer Support: Volunteer Role Description and skills profile

Role title: Worlds Biggest Coffee Morning Internship - **National Events**

Internship runs from: 20 June – 30 September

Interviews to be held: 16 and 17 May

Why do you need me?

In the build up to the World's Biggest Coffee Morning (WBCM), interns based in community fundraising teams around the country will be working hard to raise awareness and build momentum. At Macmillan's Head Office in London we need you to help coordinate their communications, promote their activity and be the voice for the whole event through our social media channels.

What activities will I be involved in?

For the World's Biggest Coffee Morning event as a whole:

- managing the @macmillancoffee twitter account
- managing the World's Biggest Coffee Morning newsfeed on the website
- working on the live newsfeed for WBCM day
- contributing to the Macmillan facebook page with WBCM updates
- helping to field enquiries from WBCM supporters
- managing communications with Just Giving-registered, overseas-based and other social media coffee morning hosts
- liaising with the reprographics house for national and local print media.

For the World's Biggest Coffee Morning Internship scheme:

- contributing to planning and managing the set up for the intern induction day on 12 July and the intern wrap up day on 3 October
- managing the Macmillan Volunteers' facebook account
- source stories, case studies and examples of best practice from the Internship scheme for marketing and promotional use
- PR activity for the internship scheme
- managing communications with the WBCM interns as and when needed.

What skills and abilities will I need to have?

- Strong organisational skills with a proven ability to meet deadlines and attention to detail

- Excellent written and verbal communication skills
- A working knowledge of social media
- Some PR or marketing experience (desirable)
- Ability to work on multiple projects at one time
- Confidence in building rapport with supporters by phone, in writing and face to face
- Ability to use own initiative within specified guidelines
- A demonstrable ability to work as part of a team
- Well versed in 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?

- Help Macmillan Cancer Support raise over £8.5m through the World's Biggest Coffee Morning and beat our existing record!
- Help the WBCM internship scheme to develop into one of the leading schemes in the country
- Raise the profile of WBCM among social media channels, engaging new supporters and promoting positive dialogue
- Give our supporters an experience of the event that is so positive and enjoyable that it encourages them to raise more money and stay involved
- Raise Macmillan's profile so we can reach all those living with cancer who need our help

What are the benefits to me?

This is a unique opportunity for budding fundraisers, event organisers or communications managers and those wanting to move into charity sector. You will:

- gain hands-on experience of coordinating a very well-known National fundraising event
- develop skills such as project, management, PR and use of new media in a fundraising environment
- gain experience of how a big, successful national charity works
- 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;
- get to meet hugely inspiring Macmillan supporters and volunteers;
- help make a real difference to peoples' lives.

How much time should I offer?

- This is a 3-5 day a week role, Monday to Friday, from 9am- 5pm, from 20 June 2011 – 30 September 2011
- there is flexibility about hours– please contact Hannah Kowszun on **020 7840 4613** to discuss any requirements

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

- Macmillan's head office at 89 Albert Embankment, London , SE1 7UQ

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!
- Training on our databases and any further on-the-job coaching needed for the role e.g. training on the Macmillan supporter database, PR skills and additional social media training if needed

What ongoing support/guidance will there be?

You will be fully supported by the National Events Marketing Coordinator and the National Events team throughout your time with us. Including:

- Regular meetings with the National Events Marketing Coordinator 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 per day and travel costs

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 Hannah Kowszun on 0207 840 4613 or email hkowszun@macmillan.org.uk