

# INTERNSHIP SCHEME

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## Macmillan Cancer Support: Volunteer Role Description and skills profile

**Role title:** Communications Assistant Intern

### **Why do you need me?**

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

Working with the Communications Manager in our Improving Cancer Services Directorate you will get a good broad knowledge and experience of communications and marketing internally with the charity and externally to Macmillan cancer professionals, to patients, carers and the general public. You will also get a greater understanding of the range of Macmillan services available which support the two million people living with cancer in the UK.

The Communications Manager works three days a week and is stretched to full capacity. You would be a major support and take on a project to improve internal communications for the Directorate as well as assisting with other comms work as and when required.

### **What activities will I be involved in?**

- Create an internal communications plan following on from a recent staff away day and action any activities that fallout from the plan such as meetings, newsletters, storyboards.
- Develop a brand story for the Directorate; polishing 'one sentence' and Elevator speeches that staff created
- Organise/support the successful delivery of a further away day for around 60-70 members of staff in the Spring and other meetings/events that support networking opportunities for the Directorate staff and volunteers
- Support the Communications Manager with other comms work as and when required particularly proof reading articles or marketing materials to check messages about our services

### **What skills and abilities will I need to have?**

- Any brand, marketing, communications, pr or events experience would be helpful but not essential
- Excellent project management skills with the ability to work on multiple projects in tandem and deliver solutions that meet objectives and deadlines
- Excellent attention to detail
- Excellent written and verbal communication skills
- Confidence in speaking to a variety of people, from staff at all levels, volunteers and externally with professionals and the general public
- Enthusiasm and creative flair
- 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 an internal communications plan for the Directorate
- Provide tangible evidence to ICS staff that progress has happened since the October away day
- Help raise the profile of ICS throughout the rest of the organisation; and thereby raising awareness of our services 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 communications managers and those wanting to move into charity sector. You will:

- Gain hands-on experience of working for a major charity brand
- Develop your communications and marketing 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, Monday to Friday, from 930am – 5pm and the placement will be for three months. Days/start and end times are flexible and can be discussed on a case-by-case basis.

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

- You will be based at our Head Office in Vauxhall, London which has good public transport links (bus, tube, train).

### **Is there an induction and training?**

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

- Face-to-face inductions and 1-2-1 support
- Our comprehensive induction pack
- 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 Communications Manager 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 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 Kirsty Warwick on 020 7091 2013 or email [kwarwick@macmillan.org.uk](mailto:kwarwick@macmillan.org.uk)

**Date prepared: 8 December 2010**