

Internship Role Description

Role title: Assistant Press Officer – volunteer internship

Why do you need me?

Over the summer, Macmillan Cancer Support's press office will be extremely busy. As well as a large number of fundraising events, Macmillan also works with corporate partners to raise money for people affected by cancer. To support the press team, Macmillan Cancer Support is looking for a PR intern that can assist with both the Corporate Partnerships PR team and the Fundraising and Events PR Team.

The Fundraising PR team covers national fundraising events (Walk with us, Longest day golf challenge, World's Biggest Coffee Morning), challenge events (e.g. London Triathlon) and London Special Events (The Brick Lane Takeover).

The Corporate Partnerships PR team works with our corporate supporters such as Toni&Guy, Halfords, New Look and Poundland.

The activities will be extremely varied and you will have the opportunity to work with one of the most highly regarded press teams in the charity world.

We are looking for a high calibre individual who would really value and make the most of the opportunity to be part of a large national charity and who wants to gain experience in an in-house PR role.

You must be hardworking, committed and enthusiastic as you would be joining our team and helping us to continue our work with key corporate partners and some of the biggest fundraising events in the UK.

What activities will/could I be involved in?

Supporting both the Fundraising and Corporate PR teams on various fundraising events and partnerships with corporate supporters.

Day to day activities will include:

- Drafting press releases
- Speaking to national and regional media
- Tracking secured coverage
- Assisting with press events
- Attending fundraising events for photography and filming purposes
- Research

Is there an induction and training?

- An information pack and induction will be provided to help familiarise you with the work of the charity
- Inductions will be arranged with other members of the team and organisation as needed

What ongoing support/guidance will there be?

- Fully supported by a Press Officer and PR Manager
- Opportunities to meet and network with staff, volunteers and other Macmillan interns

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What skills and abilities will I need to have?

- Excellent organisational skills
- Excellent written and verbal communication skills
- Ability to communicate in a clear, friendly and professional manner (both verbally and in writing)
- Good attention to detail
- Competent use of Microsoft windows packages, email and the internet
- Ability to use own initiative and work within specified guidelines
- Enjoy working as part of a team
- Strong interest in working in the voluntary sector
- Knowledge of how an office works and an interest in further developing PR skills

What are the goals?

- To support the press team at a very busy time
- To gain extensive coverage for Macmillan's work

How much time should I offer?

- This is ideally a full time role, Monday to Friday, for three months starting in May.

Where will I be based?

- You will be based in our UK office at 89 Albert Embankment, London SE1 7UQ.

Will I need my own transport?

- No. We are located at Vauxhall Station – accessible by Tube, National Rail and many bus routes

What are the benefits to me?

- You will gain a valuable insight into the organisation and find out how the press team contribute to Macmillan's ambition to reach everyone living with cancer
- You will develop your communications and PR skills.
- You will gain valuable experience for your CV through working at a well known organisation and in a very competitive industry

Will my expenses be paid?

- We reimburse volunteers' "out-of-pocket" expenses within agreed guidelines

What's the next step?

- To find out more, please contact Susie Richardson, PR Manager, Macmillan Cancer Support, UK Office, 89 Albert Embankment, London SE1 7UQ, email SRichardson@macmillan.org.uk

Date prepared: 6 April 2010

Deadline for applications: midnight 18 April 2010

Interview dates: Friday 23 April 2010 pm

Start date: 24 May 2010