

INTERNSHIP SCHEME

Macmillan Cancer Support: Volunteer Role Description and skills profile

Role title: Marketing Materials Internship

Why do you need me?

Macmillan Cancer Support is dedicated to reaching everyone affected by cancer as early as possible in their journey. The marketing materials team has recently arranged a pilot scheme with London libraries, trialling a card dispenser and our 'we're here for you' cards to encourage pick-up in libraries, where people may be seeking information. The card is intended to provide people with a source of support. We have sent out dispensers and cards to be displayed in 22 London boroughs and need you to help us find out how effective they have been. This is an exciting new project and we hope it will help us to reach people affected by cancer from all walks of life.

What activities will I be involved in?

You will be involved in collating responses from the libraries, talking to them directly about how effective the cards have been and recording their feedback. This could be by phone or by email. Tasks will be as follows:

- Devising evaluation questions
- Contacting the library managers to get feedback
- Site visits to ensure card dispensers are on display effectively
- Data collation and analysis
- Writing up a report

What skills and abilities will I need to have?

- Strong evaluation/data analysis/research skills
- Strong organisational skills with a proven ability to meet deadlines and attention to detail
- Excellent written and verbal communication skills
- Confidence in speaking to a variety of people, from internal clients to librarians
- Ability to use own initiative within specified guidelines
- 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?

- Evaluate whether the pilot scheme has been effective and whether it would work nationally
- Build on our relationship with libraries and understand how we can work together to reach people affected by cancer
- 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 communications professionals, market researchers or those looking to build on their marketing experience. You will:

- Gain hands-on experience of working for the number one UK Charity (as voted by the public in the Charity Brand Index).
- Develop your evaluation, analysis, 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 4-5 day a week role, Monday to Friday, from 9am – 5pm and the placement will be for 3-6 weeks.

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

- Our Head Office in Vauxhall, London.

Is there an induction and training?

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

- Our comprehensive induction pack
- Training on our databases and any further on-the-job 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:

- Regular 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 Mary Lock on 0207 840 7810 or email mlock@macmillan.org.uk

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