

# INTERNSHIP SCHEME

## **Role title: Copywriting intern**

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

Macmillan produces a wide range of communications for people affected by cancer, marketing and fundraising materials. As a copywriting intern you will help to write many different communications that will help people directly, point them to services or promote fundraising events.

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

- writing original copy for communications
- editing copy written by other people
- proofreading communications
- taking part in brainstorming sessions with our Creative team
- working closely with designers
- interviewing people supported by Macmillan, health and social care professionals and fundraisers.

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

- excellent written and verbal communication skills
- confident telephone skills
- strong organisational skills with a proven ability to meet deadlines and attention to detail
- the ability to use initiative within specified guidelines

- a demonstrable ability to work as part of a team
- well versed in Microsoft Office applications
- enthusiasm for our cause.

### **What are the goals?**

- to produce communications that encourage people affected by cancer to use our services
- to produce communications that encourage people to raise the profile of Macmillan or raise money to fund our services
- to produce internal communications that inform staff about different areas of Macmillan that they may not be aware of
- to come up with innovative ideas to help Macmillan market itself.

### **What are the benefits to me?**

This is a unique opportunity for those looking to pursue a career in copywriting and those wanting to move into the charity sector. You will:

- gain hands-on experience of writing communications for a wide range of audiences
- develop your writing skills and learn more about marketing as a whole
- gain experience of how a big, successful national charity works
- enhance your CV, produce work for a writing portfolio, and gain written references at the end of your internship
- be part of a committed, lively and fun team who will support your development
- get to meet hugely inspiring Macmillan supporters and volunteers
- help make a real difference to people's lives.

### **How much time should I offer?**

This is a 3–5 day a week role, Monday to Friday, from 9.30am–5pm.

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

You will be based at Macmillan’s UK 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
- online training and further on-the-job coaching needed for the role.

**What ongoing support/guidance will there be?**

You will be fully supported by the Creative Services team and the Marketing department throughout your time with us. Including:

- regular meetings with Macmillan’s copywriters 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 will cover your lunch and travel within agreed guidelines.

**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 Lara Jennings on 020 7840 7820 or email [ljennings@macmillan.org.uk](mailto:ljennings@macmillan.org.uk)

