

## Job Description

### Communications Intern

#### Main purpose

The Communications Intern is a member of the Development and External Affairs team. Their key focus is enabling impactful content production and championing high communications standards. The comms intern will report to the Communications and Publicity Manager and will support the development of a consistent and effective brand story that engages and unites both our external and internal audiences.

#### Specific responsibilities

- Create engaging digital content for website, social media, and e-newsletters, through written copy and graphics.
- Support the management of CSE's website, including uploading and editing content.
- Plan, manage, and deliver 4-6 small (30-40 people) in person or larger online (100 people) events annually, including coordination of logistics, content development, and stakeholder engagement.
- Support with edits to designed materials including factsheets and leaflets using Adobe Creative Suite.
- Support internal communications including organising systems and producing our monthly internal e-newsletter by creating content that motivates employees and informs them of important issues.
- Support with digital channel optimisation including PPC, SEO, social media (paid and organic).
- Support the development of CSE's social media presence through content creation, scheduling posts, monitoring engagement and reporting.
- Contribute to the operational success of CSE by assisting the team with administrative and organisational duties as necessary.
- Collaborate with all teams to ensure cohesive delivery of our brand story across the organisation and through all communications.
- Collaborate with teams to monitor brand health, analyse audience insights, and refine our communications strategy.
- Ensure content strategy and resulting core content (incl. image library management, print production, core content, copywriting, designed asset production, and management) is up to date, consistent with our brand guidelines, of high quality and readily available for use by the CSE teams.

#### Working relationships and contacts

- To work closely with colleagues in the Communications team and develop and maintain effective working relationships with colleagues across the organisation.

## General responsibilities

- To plan and prioritise your workload to achieve high standards and meet agreed deadlines.
- To communicate clearly using appropriate language and style for target audience.
- To represent yourself and CSE positively within and outside CSE, in line with CSE's mission and strategic objectives.
- To use resources efficiently and effectively and maintain accurate records within CSE systems and procedures.
- To understand how your work and that of your team contributes to CSE's wider organisational impact, aligns with our mission and current strategy and reflects our purpose, methods and values.
- Active and ongoing demonstration of CSE's core values, which are Commitment to CSE, Collaboration, Conscientiousness, and Initiative, both within CSE and externally.

## Place of work and other requirements

- Items in the list begin with capital letter and end with full stops. The post holder will be expected to complete a City & Guilds qualification in Energy Awareness.
- Occasional travel may be required. The postholder must be able to travel to other locations within the UK.
- The post holder will proactively stay informed about emerging trends, technologies, and best practices relevant to communications current best practice and channels. They will continuously upskill through self-learning and professional development opportunities to enhance their capabilities. Additionally, the role involves actively sharing acquired knowledge with the team to facilitate their growth and support effective work delivery.
- The post holder will adhere to and use CSE's policies, procedures and guidance documents.
- The post holder will maintain GDPR processes, assisting colleagues in maintaining data including the CSE contacts database and associated mailing lists, and demonstrating awareness of privacy issues under the General Data Protection Regulation (GDPR).
- The post holder will take personal responsibility for decisions on their work, seeking assistance and input from others as appropriate.
- The post holder will plan and prioritise their workload to achieve high standards, meet agreed deadlines, and adjust readily to suit changing circumstances.

## Person specification

See below

| Requirements                               | Essential  | Desirable   |
|--|--|---|
| Educational or professional qualifications | <ul style="list-style-type: none"> <li>• Minimum Maths and English GCSE.</li> </ul>  |   |
| Experience                                 | <ul style="list-style-type: none"> <li>• Experience of producing high-quality written outputs for a range of different audiences.</li> <li>• Experience of using social media to engage with communities and individuals.</li> <li>• Experience of creating engaging digital content.</li> <li>• Basic knowledge of graphic design tools (e.g., Canva, Adobe Creative Suite).</li> <li>• Demonstratable experience in organising small-scale events (e.g., university club events, community gatherings, or fundraisers).</li> </ul>   | <ul style="list-style-type: none"> <li>• Post qualification work experience in a communications context.</li> <li>• Understanding of website CMS tools (Wordpress or similar).</li> <li>• Experience with email marketing platforms (e.g., Mailchimp).</li> <li>• Understanding of SEO principles and social media analytics.</li> <li>• Experience in event management, including budgeting, logistics coordination, and stakeholder communication.</li> </ul> |
| Knowledge and understanding                | <ul style="list-style-type: none"> <li>• Experience of internal stakeholder management.</li> </ul>   |   |
| Skills and abilities                       | <ul style="list-style-type: none"> <li>• A high standard of English, a strong writer, able to develop clear messages for different audiences and content formats, including on complex topics and a proven ability to edit and proofread copy. Excellent attention to detail.</li> <li>• Creative – ability to translate business requirements into engaging content. Ability to present complex information in an accessible and appropriate manner. In particular, creating engaging visual content.</li> <li>• Organisational - Proven ability to plan and coordinate various tasks and activities, including events. Ability to work on own initiative, under pressure, meeting deadlines, and managing multiple tasks simultaneously.</li> <li>• A great team player – strong interpersonal and relationship building skills with the ability to</li> </ul> | <ul style="list-style-type: none"> <li>• Experience regularly analysing work and reporting on findings to influence future work. Uses tools like Hootsuite, Google Analytics and on-platform analytics.</li> <li>• Analytical – ability to interpret data and adjust content strategy based on analytics</li> </ul>   |

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|       | <p>network, motivate and inspire staff at all levels, empathy with the values, aims and objectives of CSE.</p> <ul style="list-style-type: none"> <li>• Confident, flexible and open approach to work and a willingness to learn and take on a variety of tasks.</li> <li>• The ability to work unsupervised and as part of a team.</li> <li>• Able to establish, maintain and influence positive relationships with staff and volunteers.</li> <li>• Flexible and able to respond professionally to changing briefs, deadlines and priorities.</li> <li>• Excellent interpersonal and team working skills, able to clearly and concisely communicate aims, creative approach, priorities and concerns.</li> <li>• Good listener, able to understand and interpret project or colleague needs.</li> <li>• Detail-orientated with keen editing and proofreading skills.</li> <li>• Passion for CSE's mission and commitment to values.</li> </ul> |  |
| Other | <ul style="list-style-type: none"> <li>• Interpersonal communications, influencing and relationship development.</li> </ul>  |  |