



Role Description and Person Specification

Marketing Intern

The headlines

We urgently need to balance the needs of all people with the needs of our planet. To achieve this, the Engineers Without Borders UK movement is working to put global responsibility at the heart of engineering, to ensure a safe and just future for all.

We are now recruiting for a Marketing Intern to join our team. We are looking for a passionate individual with social media and marketing experience who can use their skills to support our marketing activities and increase our reach in line with our 2021-2030 strategy.

This is a fantastic opportunity to gain experience working in a charity, develop your marketing, communications and professional skills, and to be a part of achieving Engineers Without Borders UK's mission.

Responsible for: Supporting the delivery of Engineers Without Borders UK's marketing activities.

Location: Remote (UK based)

Type of post: Nine month internship, 7.5 hours per week (0.2 FTE)

Remuneration: London Living Wage (currently £10.85 per hour)

Leave: 24 days per annum, plus public holidays (pro rata'd). For a one day week over nine months this equates to 5 days leave

Start date: From August 2021

Application deadline: Midnight (BST), Wednesday 7 July

Interview: w/c Monday 19 July, virtual

Start date: From August 2021

Engineers Without Borders UK

Our planet is in a perilous position. We are draining natural resources, destroying ecosystems, and to avoid further climate crisis, emissions must drop drastically in the next decade. Meanwhile, there continues to be vast inequality across the world, with millions of people still without their basic human rights met.

Engineering has played a significant role – both good and bad – in getting humankind and the planet to where we are today. Now, we must urgently tackle numerous global challenges if we are to ensure a safe and just future for all.

In May 2021 we launched our new 2021-2030 strategy, '[Reaching the tipping point for globally responsible engineering](#).' This strategy provides a strong, persuasive plan to put global responsibility at the heart of engineering.

As society moves towards the deadline to meet the UN's Sustainable Development Goals (SDGs), we will inspire the engineering community to commit to global responsibility. We will upskill, equipping people to put purpose into practice. And we will drive change, collaborating with companies, universities and a wide variety of organisations to accelerate globally responsible engineering becoming mainstream. By 2030 we will build a movement of over half a million people, powerful enough to radically transform the culture of engineering.

It is an ambitious strategy but the scale of the challenge demands this. By bringing together thousands of people and organisations, we will develop unstoppable momentum towards achieving social and environmental justice through engineering.

We know how crucial digital communications are to ensure we engage the broadest audience possible to create real, lasting change. The Marketing Intern will play a crucial role in supporting us to reach the aims of our new strategy.

About the role

The Marketing Intern will have responsibility for shaping, creating and analysing our organisational digital presence to support the aims of our 2021-2030 strategy. As our Marketing Intern you will:

- Develop content and coordinate all social media channels in a consistent 'on brand' voice in line with our high standards.
- Ensure the website is fully optimised for search engines including set up of Google Adwords.
- Monitor, report and analyse results to improve performance, using tools such as Google analytics. You will make recommendations to the Communications and Marketing Coordinator and implement agreed changes.
- Ensure all social media platforms and third party sites are updated in line with the new strategy.
- Carry out ad hoc marketing activities as required, for example with resource creation, editing and reviews to support the wider activity of Engineers Without Borders UK.
- Act as a brand champion across the organisation.

You will be expected to work independently and collaboratively with others in the team to ensure that your outputs fit within the wider charitable operations. As part of a small team you may engage in activities outside of the initial scope of your role - this is a great opportunity to develop broader skills and experience as part of your professional growth.

Person Specification

To ensure you're the right person for the role and can achieve success for Engineers Without Borders UK, we think that the following skills, expertise and attitudes are essential for this internship:

- Passionate about our purpose
- Experience of producing high quality and creative social media content. This can be evidenced through personal accounts or content created for organisations
- Experience in two or more of the following platforms:
 - Twitter
 - LinkedIn
 - Facebook
 - Instagram
- Experience tailoring content for different audiences and platforms

- Excellent eye for detail and exemplary proofreading skills
- An interest in identifying trends and insights and the ability to analyse data, draw conclusions and put recommendations into action
- Excellent written communications skills, and an innovative and creative approach.
- Positive attitude with excellent self-motivation and ability to work on your own initiative
- Proven ability and desire to work as part of a team

The following are highly desirable:

- Experience of supporting an organisation's marketing activities
- Experience of Google Adwords
- Experience producing communications and marketing in line with brand guidelines
- Familiarity with InDesign, Canva, scheduling tools (e.g. Lightful) and basic video editing tools (e.g. WeVideo)
- Experience volunteering/working an organisation related to social/environmental justice

Our team

We believe that the performance of our team is dependent on a diverse group of people coming together under a common purpose with shared values and principles. The following behaviours are expected of everyone, including our Marketing Intern:

<p>Passionate about our purpose Is driven by deep feelings and motivations but recognises the bigger picture and is not self-righteous or judgmental of others.</p>	<p>Inquisitive Is willing to learn and contribute with a curious mind and constructive thoughts and feedback.</p>
<p>Creative Able to bring new ideas and approaches and has an opportunity driven mindset whilst recognising the importance of focus and clear direction.</p>	<p>Professional Acts with integrity, recognising role as an ambassador for Engineers Without Borders UK. Well organised, punctual and self-motivated, delivering work to a high standard.</p>
<p>Team Player Caring and supportive of others, keen to nurture the growth of others whilst maintaining awareness of self and personal development.</p>	<p>Open and inclusive Open to the ideas and suggestions of others. Willing to encourage the insight of others and invite challenge to your own thinking.</p>
<p>Respectful Aware of diversity and respectful of different opinions, always assuming positive intent and working with others to find common direction. Able to follow and respect decisions, as well as make decisions that are respectful of others.</p>	<p>Dependable Trustworthy and genuine, reliable and self-disciplined, doesn't over-commit or set unrealistic expectations, is sure to communicate challenges so that they can be dealt with in a timely manner.</p>

Working for Engineers Without Borders UK

We know our staff are driven by our cause, but we also know that to attract and retain the very best talent and maintain a high performing environment, our culture, working practices and your employment package are important.

Our culture

We value a positive working environment for everyone on our team. You can expect support throughout your time with us, including an induction, regular feedback, weekly meetings with your line manager, coaching and opportunity for peer nominated recognitions.

Working time, place of work and travel

We operate flexible working hours around a core hours expectation of 10am - 4pm Monday to Friday. This core hours expectation ensures we can work together effectively as a team as well as enabling us to be supportive of any personal commitments you may have outside of work.

The Marketing Intern will have the option of working 7.5 hours per week on one full day or split across two half days.

This position has the flexibility of being based remotely throughout the internship or some/all days worked from the Engineers Without Borders UK office in Vauxhall, London.

How to apply

To apply for the role please download and complete the below application form and return it to hr@ewb-uk.org before the deadline.

[Marketing Intern Application Form \(.docx\)](#)

The deadline for applications is midnight (BST) Wednesday 7 July 2021. We expect to interview shortlisted candidates during the week of 19 July 2021.

We know that applying for a job is a two-way process - you will want to find out about us as an organisation just as much as we want to find out about the skills, knowledge and abilities that you could bring to Engineers Without Borders UK.

Please do get in touch with us via hr@ewb-uk.org if you would like to discuss the role and organisation before you submit your application.

Recruitment information

- We receive high volumes of applications for all roles so, to keep administrative costs to a minimum, we will only contact short listed candidates.
- Engineers Without Borders UK is committed to selecting candidates based on aptitude and ability, irrespective of gender, race, ethnic origin, disability, nationality, sexuality, religion or belief, marital status or social class.
- Please refer to our [Privacy Policy](#) for details of why and how we collect and store your data.