

**Job Description**  
**Marketing & Communications Intern**

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| <b>Reporting to:</b>     | Marketing & Communications Manager                      |
| <b>Location:</b>         | Home-based with one day in the office every week (EC3N) |
| <b>Hours:</b>            | Full time or Part time (min 3 days per week)            |
| <b>Salary:</b>           | Travel & Lunch Expenses only                            |
| <b>Duration of role:</b> | 6 months ideally (flexible)                             |

Most childhood cancers are curable. We know this because survival rates in the UK and Europe regularly top 80%. But for children in low and middle-income countries, the prognosis is bleak with their chance of survival falling to 20%.

The solution? It already exists. The challenge is making sure that every child gets the diagnosis, treatment and care they need. Yet in many countries, public and professional awareness of childhood cancer is dangerously low. Opportunities for early diagnosis are missed. Referrals are delayed. And there are not enough health workers with the specialist skills to diagnose and treat the disease.

It is children and families that pay the price.

Determined to balance this inequality, World Child Cancer works with local, regional and international partners in some of the world's poorest countries to improve: Treatment, early diagnosis, family support and advocacy.

Created in 2007, World Child Cancer is a small yet fast-growing, ambitious international charity.

## **INTERNSHIP**

We are committed to giving you the best experience possible as an intern within our organisation.

As an intern, you will have the chance to:

- Work in a small charity, gaining insight across all our work.
- Communicate with colleagues worldwide to bring to life World Child Cancer's work.
- Work within a small, experienced team, gaining experience and knowledge in Marketing and Communications.
- Gain experience and knowledge of skillset required to work in marketing – with training in areas such as social media management and email marketing.
- Develop your written and verbal communication skills.

In return we will:

- Ensure that you gain a wide range of fundraising experiences to boost your CV
- Ensure you have meaningful projects to work on
- Offer training and support for your role

**[www.worldchildcancer.org](http://www.worldchildcancer.org)**

Address for correspondence and registered office:  
World Child Cancer UK, Unit 2.3, Lafone House, Leather Market, 11/13 Weston Street, London, SE1 3ER  
World Child Cancer UK is a registered charity in England and Wales charity no 1084729

- Respect and listen to your views and ideas
- Provide an encouraging and friendly working atmosphere
- Provide a reference letter outlining the contribution you have made and the skills and experience acquired during your time with us (if requested)

## **KEY TASKS**

World Child Cancer is looking for a creative self-starter to take on a six-month internship to showcase our work across digital platforms and to create compelling content that gets us seen and shared.

Key responsibilities:

- Design and create impactful, on-brand content for social media, using Canva, and possibly InDesign and Photoshop (training will be provided).
- Work with the Communications & Marketing Manager to devise creative content ideas to grow our engagement across digital platforms.
- Understand the importance of empowering content and ethical representation in communications.
- Manage and maintain our stock of videos and photography, helping organise the shared drive.
- Commission, write, edit and upload blogs and news stories to the website.
- Grow World Child Cancer's social media presence, using data to contribute to a calendar of compelling content that draws in strategic audiences, creates engagement and presents World Child Cancer positively for funding.
- Take responsibility for uploading content to the World Child Cancer website using WordPress, making improvements to its functionality, maximising its potential and monitoring its performance.
- Research ways of engaging with new communications partners including social media influencers and celebrities.
- Supporting team members with ad hoc administration duties

## **Person Specification**

World Child Cancer is looking for an individual with the following:

- Educated to degree level, or with equivalent relevant experience
- Excellent spoken and written English
- A can-do attitude and proactive approach to work
- Confident communicator with a good telephone manner
- Ability to conduct research and work independently
- A proactive team player
- Experience or interest in social media
- A creative approach to design and communications
- Ability to manage your time efficiently with a varied workload
- Interest in developing a career in international development
- Experience of using industry standard IT systems (e.g. Microsoft Office, Email, Internet etc.)

## **Location**

A mix of home-based and office-based (43-44 Crutched Friars, EC3N 2AE. Closest tube stations are Tower Hill and Aldgate).

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### **Length of Internship**

We would ideally expect the appointed intern to commit to working with the charity for 6 months. Please understand that this allows us to ensure meaningful projects for the internship programme. Leaving the internship early jeopardises the amount of useful experience and outcomes the intern can take with them and can also leave the charity with incomplete projects which staff are unable to take on. For this reason, we ask applicants to consider their ability to commit to the full internship before applying. Should there be any reason for this to change, there is a minimum two-week compulsory notice period on both sides.

### **Hours of Work**

Interns volunteer 3 - 5 days a week from 9.30am to 5pm. We may also require some support at our fundraising events which fall on evenings and weekends. As the role is voluntary, we are very flexible for all our interns to take time off and choose a schedule that suits them. For this reason, exact days/hours/starting times will be agreed with interns on an individual basis upon appointment.

### **Time off**

In line with our annual leave policy for all staff, our intern will accrue two days annual leave per month, meaning that over the 3 month period the entitlement would be 6 days annual leave. We understand that towards the end of your internship you may be looking for paid work so will allow reasonable time off for interviews. All time off needs to be agreed with line manager in advance.

### **Payment**

The internship is voluntary and unpaid. However, we will refund agreed travel expenses within London zones 1 – 6 and any travel expenses incurred on event days. We also provide £5 per day to cover lunch expenses. It may be possible for someone slightly further afield to travel into London off-peak for an equivalent sum which would be agreed prior to appointment.

### **Who should apply?**

Those wishing to gain work experience in the charity sector or those who have a particular interest in charity communications. We encourage anyone to apply including graduates, post-graduates and professionals seeking a career change.

### **Could an internship lead to a job with World Child Cancer?**

Unfortunately, an internship role will not usually lead to a job offer. We are a small but growing organisation with a limited number of posts. However, if internal vacancies become available we encourage interns to apply if they have the relevant experience. We also provide career guidance and references for future employment upon request.

### **Next Steps**

If you are interested in this position, please submit a cover letter explaining your interest in the role and give examples to show that you meet the person specification. Please send your cover letter and CV to Ali Sheer, Communications & Marketing Manager – [ali.sheer@worldchildcancer.org](mailto:ali.sheer@worldchildcancer.org) with 'Communications and Marketing Internship' in the subject. Any applications submitted without a cover letter will not be considered. All applications will be considered upon receipt but due to the high volume of applications we receive, we will not be able to respond to them unless you have been shortlisted.

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