

Job title:

Communications and campaigns intern

Reports to: Head of communications and behaviour change
(working flexibly across all campaign and corporate comms leads within the team)

ReLondon overview

ReLondon was established 12 years ago. Since then it has helped to provide additional recycling capacity in London; helped boroughs provide efficient waste services; and, against a backdrop of declining recycling rates nationally, helped London maintain its recycling performance. ReLondon work with a multitude of individuals and organisations in London, across the UK and around the world, and has become recognised as a world leader in circular economy thinking and practice.

The **communications and campaigns intern** is a temporary role within ReLondon's communications and behaviour change team. The team is responsible for ensuring ReLondon's brand(s) and reputation are communicated effectively to a diverse range of stakeholders and audiences; as well as developing and running effective behaviour change campaigns and interventions for ReLondon.

Role overview

As **communications and campaigns intern** you will help on our behaviour change campaigns – direct to citizens – and with corporate and project communications targeted at a government, business and wider stakeholder audience. You will primarily be providing social media, website and events support to the team.

Behaviour change:

Your campaign role will focus on social media and digital campaign management; and event support (in particular the Love Not Landfill charity pop-up shop in November 2021).

You will provide communications assistance across the campaigns, updating and maintaining the campaigns' social media platforms and websites with fresh and exciting content as well as responding to enquiries from members of the public and engaging with citizens directly to influence, educate and support them to waste less and recycle more. You will also help measure the impact and reach of the campaigns' social media activity.

You will help to set up and run the Love Not Landfill pop-up shop, and liaise with charities, influencers and delivery partners to ensure the event runs effectively and efficiently.

Corporate and project:

Your corporate and project communications role will focus on providing events and social media support; providing background research to the communications team, keeping abreast of relevant trending topics and responding with ReLondon content where appropriate; and measuring and reporting on the impact of social media and events activity.

Responsibilities and duties

1. Campaigns:

- Work as part of a team to deliver ReLondon's behaviour change campaigns, primarily Love Not Landfill and London Recycles, including:
 - Organic social media content creation, scheduling and posting
 - Community management – both on social channels and campaign email inboxes
- Event support for Love Not Landfill pop-up shop, specifically:
 - Researching and sourcing equipment in the run up to the event and handling associated logistics/admin;
 - Helping to set up and run the media launch on 10th November;
 - Staffing the Love Not Landfill concession in the shop during the pop-up from 11th-14th November;
 - Creating, scheduling and posting organic content on social channels to promote the pop-up;
 - Liaising with charities on logistics to ensure that they have all they need to get in, set up and prepare for the shop opening;
 - Updating the Love Not Landfill website with information about the pop-up;
 - Helping to measure the impact and reach of social media and PR around the pop-up;
 - Providing administrative support to the pop-up team, including attending and recording meetings where required.

2. Corporate and project communications:

- Work as part of a team to help deliver ReLondon corporate communications activity, including:
 - Media monitoring on all ReLondon-generated and possibly other partner or relevant articles shared by the team;
 - Organising the ReLondon YouTube channel (e.g. creating playlists, providing proper video descriptions, etc.);
 - Updating the ReLondon website where required, in particular improving SEO by identifying and adding keywords wherever required;
 - Monitoring social and website performance and engagement, to improve content planning and strategy for the team;
 - Under the guidance of the corporate communications lead, updating and maintaining social media platforms with fresh organic content;
 - Managing online communities and communications inboxes, responding to queries and directing people to the information and resources that they need;
 - Providing research support on (e.g.) event platforms, potential partners, and other promotional opportunities for ReLondon's work where required; and
 - Helping to deliver events such as the CIRCuIT cities network and others where required.

Other duties

- Undertake such other duties, as may be reasonably required and which are consistent with the general level of responsibility of this job.
- Carry out all tasks and allocated work within agreed timescales and budgets.

Person specification

Experience	<ul style="list-style-type: none">• Experience of creating social media content.• Experience of assisting with, or running, events.
Job-related knowledge	<ul style="list-style-type: none">• IT systems including MS Outlook, word-processing, spread sheets and databases.• Working knowledge of creative software such as InDesign, Illustrator and Photoshop.• Working knowledge of digital and social media platforms, including Twitter, Instagram, Facebook and YouTube; and content management tools such as scheduling software, WordPress or similar.
Skills and aptitudes	<ul style="list-style-type: none">• Excellent literacy, numeracy and communication skills.• Good organisational skills.• An understanding of equality of opportunity, valuing diversity and the ability to translate this into action.
Qualification	<ul style="list-style-type: none">• No specific formal qualifications are required for this role
Competencies	<p>Delivering at pace Focusing on delivering timely performance with energy and taking responsibility and accountability for quality outcomes; working to agreed goals and activities and dealing with challenges in a responsive and constructive way.</p>

Benefits

- Grade 1, £22,269 per annum (pro-rata)
- Voluntary employee's pension contribution matched by employer up to 4% of salary
- 30 days holiday (pro rata) plus bank holidays