

Copywriting and Partnerships Intern

JOB DESCRIPTION

Penny Appeal is an award winning, international humanitarian charity delivering aid in over 30 countries including the UK. We pride ourselves in the work that we do and the aid we are able to deliver, from sustainable programmes internationally and locally as well as emergency aid responses. We also take pride in the people that support us externally and the ones that make things happen internally.

We are the fastest growing charity in our sector with a fast-paced working environment. When a crisis hits internationally we respond immediately. Outside emergencies, we have a packed marketing calendar full of creative campaigns, award-winning events, and unique projects all aimed at helping the most vulnerable. We can see an immediate impact from our hard work and it can be so rewarding to see the positive feedback from the people we have helped.

Role overview:

To support Penny Appeal's strategic engagement and outreach with partners and donors by providing assistance in the copywriting, and the creation of content.

Responsibilities

1. To create original and engaging content for use in Penny Appeal marketing and donor relation materials
2. To support that development of creative print and digital assets, which support our strategic engagement and conform to Penny Appeals brand guidelines.
3. To edit, proof read, update and rewrite existing materials, ensuring that content is accurate and professionally written.
4. To work with the Partnerships Manager in developing strategically focussed materials aimed at different audiences
5. To develop reports of Penny Appeal campaigns, appeals, and programmes to be used in above materials
6. To attend meetings and events where appropriate
7. To carry out administrative duties
8. To comply with all policies, procedures, legal and regulatory requirements.
9. To be willing to travel when required.
10. To commit to working unsociable hours when required.
11. To be responsible for health and safety in the area of his/her control and ensure that he/she is familiar with Penny Appeal health and safety at work policy.
12. To respect the unique contribution of every individual and work positively in an equal opportunity and diverse environment.
13. Any other duties commensurate with the accountabilities of the post.

Please note this is not a definitive list of tasks, rather an overview of the role. It is essential to the development of service delivery that the post holder is able to respond flexibly to changes in the requirements of this post. It may be necessary at times to go beyond the areas outlined in order to support others.

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Person Specification

Essential Criteria

- Educated to or studying for degree level or above. Preferably in creative writing, marketing and communications, international development or other related field.
- Experience of writing content for marketing and communications purposes.
- High level of computer literacy and IT skills
- Excellent communications skills, written and verbal
- Excellent creative writing skills
- Excellent report writing skills, including the ability to produce accurate reports (with regards to language, numerical and referred/cited content/evidence)
- Good administrative and organisational and skills.
- Good analytical skills.
- Good interpersonal skills with an approachable personality
- Ability to work under pressure to agreed deadlines and adapt to change.
- Ability to prioritise workload.
- Ability to effectively work within a team environment.
- Ability to work on own initiative.
- The willingness to work outside normal office hours as required.
- Commitment to uphold the standards of Penny Appeal and its values.

Desirable Criteria

- Experience in engaging with donors
- Knowledge of development issues
- Understanding of the UK charity sector

penny**appeal**