

Carbon Literacy

Academic Year Placement



Job Title:	Communications Intern
Team:	Marketing and Communications
Salary:	<p>The role is formally funded, through a grant system paid at the end of each academic semester, alongside a summer allowance (which will be included as working time) within a 12-month academic year placement. If working 5 days a week, the funding for each semester will be £1200. This will be adjusted accordingly if part-time placements are undertaken.</p> <p>As part of our commitment to diversity, equality and inclusion, we also plan to offer extra support to those from more challenging backgrounds. This will take other support access (such as maintenance loans & grants) into consideration, as well as giving space for any extra information you would like to provide, to further explain circumstances.</p>
Expected Start Date:	Between 3 rd July & 15 th September 2023
Expected Duration:	12 months – working either full-time (5 days per week) or part-time (2-3 days per week). If undertaking a part-time placement, we would expect you to undertake paid employment elsewhere on the remaining days, to support yourself financially through the placement. Please ensure your University and Department allows for this form of placement set-up before applying.
Location:	At our Manchester office, with the option to work remotely or hybrid.
Expected Leave:	20 working days pa pro rata + statutory bank holidays + Christmas closure
Closing Date:	26 th May 2023
Interviews:	May / Beginning of June
Aimed at:	Undergraduate or Masters academic placement year
To Apply:	Please fill out the application below, giving evidence of how you match up to the criteria, and submit with an up-to-date CV.

Role Description:

The Carbon Literacy Project (CLP) is a celebrated multi-award winning, globally unique climate change learning-and-doing project founded in Manchester. It is a registered charity (No 1156722)

and is run on behalf of its trustees (The Carbon Literacy Trust) by founders Cooler Projects CIC, based at MMU's Innospace. Based on a unique flexible framework for a day's-worth of highly relevant climate-change learning, and with large-scale take-up across the UK and Europe, more than 55,000 learners have now been certified as Carbon Literate.

Carbon Literacy (CL) learning and certification covers the essentials of climate change, carbon footprints, how an individual can 'do their bit', and why it's relevant from an individual to an organisation level. CL is aimed at three distinct audiences – those that live, those that work, and, those that study. This allows The Carbon Literacy Project to capture all audiences with specific knowledge and motivation in its aim to offer every citizen Carbon Literacy.

As Communications Intern, you will play a key role in our small but dedicated Communications Team, helping improve our communications across various channels, including social media, email, and video. The Carbon Literacy Project has a strong presence and a relatively small but highly engaged and rapidly growing audience across our social media platforms ([LinkedIn](#), [Twitter](#), [Instagram](#), [Facebook](#), and [YouTube](#)), although this varies between platforms. You will be assigned personal responsibilities and tasks relating to existing and new communications campaigns, bringing forward your creative mindset and fresh ideas for cohesive visual and written content to further engage and grow our audience across these channels.

The Project prides itself on its track record supporting interns and volunteers; see: <http://carbonliteracy.com/work-with-us/past-volunteers/> In fact, other than the founders, the majority of our current staff team members started out volunteering with the Project!

When interning with The Carbon Literacy Project, we will help you to develop knowledge and skills relevant to your desired career path and where possible will look to customise the work you do and involve you in the areas of work that will best support your longer-term career ambitions. This placement provides the opportunity to work with a charity recognised by the UN, and one of the leading organisations working on climate action and behaviour change.

We ensure that all our volunteers and interns are Carbon Literacy trained. If you're not already Carbon Literate when you join us, we will find a course for you so that you can gain this and potentially other certifications with us, as part of your skills portfolio.

Some of the work you might typically be involved in is likely to include:

- Monitoring our social media channels for mentions of Carbon Literacy and interacting with our community in authentic and fresh ways.
- Researching relevant sector news and relevant key dates (including national and international awareness days) to inform engaging social media and blog content.
- Copy writing for blogs, social media posts, email newsletters, or video descriptions, optimising for SEO where appropriate.
- Designing visual assets/graphics for social media.
- Converting new and existing blog content into more digestible 'bitesize' content for social media.
- Collaborating with other team members to create tailored content to promote our work across various sectors, including online and in-person events.
- Organising and 'mining' our existing bank of Carbon Literacy related raw video footage to be edited to create engaging promotional videos for our website and social media.

- Communications-related CRM (Salesforce) management and administrative tasks.

And depending on existing skills, possibly much more...

...however as covered above, we would expect to customise the work and projects you spent time on to maximise their usefulness to you and The Carbon Literacy Project.

Key personal attributes:

- Passionate about mitigating the climate crisis
- An interest in climate change learning and meaningful carbon reduction
- A creative flare or mind-set
- Strong organisational and time-management skills
- Good communication skills
- The ability to work well as part of a small team to achieve shared outcomes
- The ability to work independently using own initiative
- The willingness to learn, practice and hone new skills
- Competent English language skills
- A desire to question, learn and act on that learning

Most desirable skills/experience:

- Experience managing or contributing to a social media presence in a professional capacity.
- Experience with graphic design software (for example Canva).

Other desirable skills/experience:

- Experience with video editing software (for example, Adobe Premier Pro, Final Cut Pro).
- Experience volunteering or working with a charity, particularly in the field of sustainability.
- Certified as Carbon Literate.
- Some experience or knowledge of working with personal information and confidentiality.

The Carbon Literacy Project is committed to promoting a diverse and inclusive community – a place where we can all be ourselves and succeed on merit. We offer a range of flexible working arrangements to support volunteers from different backgrounds. We particularly encourage applications from individuals who identify as:

- Black, Asian, or those belonging to an ethnic minority group in the UK
- Being from a working-class background
- Someone living with a disability

We don't expect any intern to arrive with all of these skills in place, and also know that you will probably arrive with many other existing skills that we haven't thought of listing, but The Carbon Literacy Project team will work with the successful intern, to help them build on their existing skills

and develop those that are new to them, with the aim of delivering a great internship, a sound personal development experience and a better environment for all involved.