

# Carbon Literacy Academic Year Placement



**Job Title:** Digital Communications Intern

**Team:** Communications Team

**Salary:** £11.44 per hour

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.

**Expected Start:** Between 8<sup>th</sup> July & 16<sup>th</sup> September 2024

**Expected Duration:** 12 months – working either full-time (5 days per week) or part-time (3 days per week). Please ensure your University and Department allow 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:** 10<sup>th</sup> May 2024

**Interviews:** Will begin in March, through to late May

**Applicants:** Must be Undergraduate or Masters students

**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.

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, The Carbon Literacy Trust (No. 1156722) 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 85,000 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 training.

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, a large portion our staff team members started out either volunteering or interning 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 one of the UK's largest climate education charities, recognised by the UN, leading work on climate action and behaviour change across all sectors of society.

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.

### **Role Description:**

As a Digital Communications Intern, you will play a key role in our small, dynamic Communications Team. Supporting the Digital Communications Officer, you will have the opportunity to gain hands-on experience assisting with social media, email marketing and website communications.

The Carbon Literacy Project has a highly engaged audience across social media (LinkedIn, Instagram, Twitter/X, Facebook) and email marketing channels, which continue to grow. It also sees a high volume of website traffic from visitors interested in Carbon Literacy, or who are supporting the dissemination of Carbon Literacy at scale.

In this role, you will be assigned personal responsibilities and tasks relating to existing and new digital communications campaigns, including crafting compelling content and copywriting to engage with our audience through social media and email marketing. You'll also have the opportunity to support the upkeep of our website, ensuring that content is up-to-date, user-friendly, and optimised for search engines.

As such, you'll bring forward your creative mindset and fresh ideas for cohesive visual and written content to further engage and grow our audience and enhance our online presence across these channels.

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

- Assisting the Communications team in the creation and execution of digital campaigns in line with the wider CLP communications strategy.
- Copywriting for digital channels, including social media, email marketing, blog and website, employing SEO techniques where applicable.

- Researching relevant industry and sector news, and relevant key dates (including national and international awareness days) to inform engaging social media and blog content.
- Monitoring our social media channels for mentions of Carbon Literacy and interacting with our community in authentic and engaging ways.
- Assisting with the creation of targeted email campaigns and templates for team-wide use, monitor subscriber lists, ensuring compliance with data protection regulations.
- Helping to maintain and update website content, including site media, personal profiles, event listings, and more.
- Supporting with SEO techniques by conducting keyword research and optimising website content to maintain and improve search engine rankings.
- Analysing the performance and success of digital campaigns across channels to identify insights that will inform future strategies.

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

...however as covered above, we would expect to customise the work and projects you spend time on to maximise their usefulness to both yourself 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 mindset.
- Strong organisational and time-management skills.
- Strong communication skills.
- The ability to work well as part of a small team to achieve shared outcomes.
- The ability to work independently using your own initiative.
- The willingness to learn, practice and hone new skills.
- Strong English language skills.
- A desire to question, learn, and act on that learning.

#### **Most desirable skills/experience:**

- Strong administrative skills and attention to detail.
- Experience and competence with software such as Outlook, Word, Excel, PowerPoint. Other software is also an advantage.
- Copywriting and editing.
- Professional social media experience.
- Good data and analytical skills.

#### **Other desirable skills/experience:**

- 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.
- Experience with email marketing and platforms such as MailChimp, HubSpot, Brevo or similar.
- Experience with website maintenance, on WordPress or similar.
- Experience with or knowledge of SEO.

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.

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 people from different backgrounds. We particularly encourage applications from individuals who are Black, Asian, or belong to an ethnic minority in the UK, as well as those from working-class backgrounds, and those living with disability, all of whom are currently under-represented within The Carbon Literacy Project and the wider environmental sector.

### **Application process**

Please apply using the form [here](#). There is a section to attach a CV. Please do not attach a cover letter as this information is covered within the form.

If you have any additional questions, please email [careers@carbonliteracy.com](mailto:careers@carbonliteracy.com).

**All information will be treated in strictest confidence and used only within The Carbon Literacy Project and its associated projects. Information will be stored electronically. No information will be passed on or contact made with any third party without your permission.**