

DEP Marketing and Outreach Internship

INTERNSHIP TITLE:	Marketing and Outreach Internship
RESPONSIBLE TO:	DEP Director
LIASES WITH:	Programme Development Manager Programme Coordinators Finance Officer DEP Interns
DAYS:	3 days per week
TIME PERIOD:	4 months (starting Sept 2011)

CONTEXT/BACKGROUND INFORMATION:

Development Education Project (DEP):

DEP work with teachers, trainee teachers, youth workers and other educators to promote diversity, global education and sustainable development.

DEP is based at the MMU Institute of Education in Didsbury with a geographical coverage across the Greater Manchester sub-region and it is one of seven Development Education Centres across the North West.

The DEP projects currently operate in a number of areas across the region and Manchester DEP Teachers' Resource Centre and Bookshop has over two thousand teaching resources related to Global Education, and participatory methodologies, Manchester DEP also runs curriculum development projects and offers training courses designed to meet teachers' and schools' needs.

DEP Vision: promoting global learning for a just and sustainable world.

ORGANISATION

The Marketing and Outreach Intern will report to the DEP Programme Development Manager. The post will be based at DEP offices in Didsbury, Manchester.

The core work of DEP is the delivery of a programme of activity and services that deliver the vision and aims of the organisation and focus on the 'Global Perspective' and this is delivered in schools to pupils and teachers. We also run events and conferences for educators including trainee teachers, youth and community groups.

Company Aim:

DEP promotes development education in the formal sector of education. We aim to encourage and develop educational approaches and methods which will;

- Increase understanding of the economic, social, cultural, political environment and spiritual forces which shape the relationship between 'North' and 'South' and which affect us all

The terms 'North' and 'South' reference globally as opposed to Great Britain.

In order to achieve the aims the intern will be expected to;

- *Work within DEP agreed policies and practices*
- *Seek to achieve the objectives set through the Business Planning process*
- *Work to the highest possible standards to ensure quality in all areas of the Company's operation*

- *Ensure that all projects undertaken receive the same high standards of care and attention*
- *Be flexible in their approach to work and schedules.*
- *Work to promote a dynamic understanding of Global Perspectives and equality in all areas of the company's work*

OVERALL PURPOSE:

This Internship requires someone who has passion and commitment and the ability to think creatively, alongside a keen interest in global current affairs and a willingness to find out more and pass on learning to others.

This role will be instrumental in supporting the Director in taking forward the Marketing and Outreach strategy recently developed by DEP.

This Internship is a great opportunity to get hands on experience, develop skills and knowledge and enhance career goals.

KEY SKILLS:

PR and Marketing:

- Writing and distributing press releases, marketing print and web copy;
- Keeping a record of DEP publicity;
- Ensuring that DEP promotional material and information is kept up-to-date
- Marketing DEP activities locally, regionally and nationally;
- Developing advertising opportunities (national, regional and specialist publications and online)
- Maintaining and building contacts with the media
- The production of marketing materials, including leaflets, posters and flyers
- Writing blog posts and updating Facebook/Twitter

Outreach/Events:

- Making links with local schools and communities
- Assisting in the organisation of DEP events;
- Arranging for the effective distribution of marketing materials
- Collating invitation lists;
- Organizing and attending events and exhibitions;
- Promotion and marketing of DEP events;
- Promoting DEP at events;
- Gathering material for events (programmes, info, fliers).

General Admin:

- Maintaining and updating mailing databases
- Supporting the updating of the websites
- Tracking current affairs/relevant news stories
- Answering general telephone and email enquiries

In carrying out the above you will work with and be supported by the Director and Project staff.

PERSON SPECIFICATION - Marketing and communications Internship

This is a busy and very interesting Internship. As such we are looking for a highly motivated and competent Intern, who is able to work creatively and proactively. You will need:

	Essential	Desirable
Experience	<ul style="list-style-type: none"> • Experience of marketing and promotion 	<ul style="list-style-type: none"> • Experience of delivering marketing outreach activity
Education Level	<ul style="list-style-type: none"> • Degree level 	<ul style="list-style-type: none"> • Marketing qualification
Knowledge	Knowledge of: <ul style="list-style-type: none"> • Social media and online marketing • Global education, active citizenship • Social media, websites, blogs and other online media • Volunteering or working with volunteers 	Knowledge of: <ul style="list-style-type: none"> • Publication of training or educational material • Participatory and public engagement activities
Skills /Abilities	<ul style="list-style-type: none"> • Good communication, both written and verbal • Good interpersonal skills • Ability to work on own initiative • Ability to plan and deliver a piece of work • Use of MS office and other computer packages. • Creative ability to think outside the box 	<ul style="list-style-type: none"> • Writing blogs, websites or other social media tools • Delivering workshops. • Confident at presenting to a range of people
Personal qualities	<ul style="list-style-type: none"> • highly motivated and energetic • Effective team worker • Enthusiastic and self motivated • Professional approach to the work environment and in relationships with volunteers and staff • ability to keep calm under pressure. 	<ul style="list-style-type: none"> • Interest in sustainability, global learning and development education
Circumstances	<ul style="list-style-type: none"> • Able to commit to at least two/three days work per week (may include weekends) • Available for a four months (from Sept 2011) 	