



## Internship role description

**Volunteering role:** Digital Communications Intern

**Length of volunteering period:** 3 - 4 months to start beginning of June 2019

**\*\*Please note we will only consider applicants who have the right to legally work in the UK.\*\***

**Location:** Right To Play UK's offices, The Foundry, 17-19 Oval Way, London SE11 5RR. We will reimburse the cost of travel to and from the office, on provision of receipts, within London (or the equivalent monthly contribution if travelling in from outside London). We will also reimburse £5 per working day lunch allowance.

**Application process:** CV and covering letter. In your covering letter, please illustrate how your experience meets the requirements of the role's responsibilities and tasks, as well as the profile. Please also include your motivation for applying. Email these documents to Nimitaz-Tanya Noordin, Senior Communications Manager at [NNoordin@righttoplay.org.uk](mailto:NNoordin@righttoplay.org.uk)

Candidates will be shortlisted on a rolling basis, as and when applications are received. Candidates shortlisted for interview will be contacted to arrange a date for interview.

A written test will be included in the interview process.

## ABOUT RIGHT TO PLAY

Right To Play is a global organisation that uses the sport and play to educate and empower underprivileged children facing adversity. It was founded in 2000 by Johann Olav Koss, a four-time Olympic gold medallist and social entrepreneur. Through playing sports and games, we help children build essential life skills and better futures, while driving social change in their communities.

Right To Play trains local community leaders and teachers as volunteer Coaches to deliver education programmes in 15 countries affected by war, poverty, and disease in Africa, Asia, and the Middle East. Right To Play promotes the involvement of all children and young people. We believe that the power of play can transform a child's life. That's why we are working in the most disadvantaged areas engaging girls, persons with disabilities, children affected by HIV/AIDS, street children, former child combatants and refugees.

Right To Play is headquartered in Toronto, Canada and has National Offices in the United Kingdom, United States, Canada, The Netherlands, Norway, Switzerland, and Germany. For more information about our global organisation please visit [www.righttoplay.com](http://www.righttoplay.com).

For more information about our work in the UK, please refer to our website: [www.righttoplay.org.uk](http://www.righttoplay.org.uk).

## ROLE SUMMARY

This internship position will provide an invaluable opportunity to gain essential skills and experience in the key aspects of digital communications – social media, email marketing and



**RIGHT TO PLAY**  
PROTECT. EDUCATE. EMPOWER.

website content strategy – for a leading international play-based charity. Professional references will be offered at the end of the placement.

Right To Play UK has a broad range of audiences and communications priorities. From highlighting the positive impact we have in the communities in which we work, to growing our supporter numbers, to trying to fill spaces at our sponsored endurance events and corporate sports quiz. The role will give an overview of strategic content planning as well as hands-on content production experience.

Reporting to the Senior Communications Manager, the Digital Communications Intern will be working to support Right To Play UK's communications work across our portfolio of campaigns, events and supporter engagement initiatives.

### **Our commitment to you**

This internship will provide an invaluable opportunity to gain essential skills and experience in key aspects of fundraising for a leading international sport for development organisation. You will be supplied with the necessary induction into Right To Play UK and our place within the global Right To Play organisation. We will also provide you with the necessary equipment to carry out your volunteering with us based at the Right To Play UK offices.

Professional references will be offered on successful completion of the placement. Previous interns have gone on to good full time positions at organisations including Right To Play International, Royal Geographical Society and Marie Curie.

### **Your commitment to us**

We will ask you to commit to the period of the volunteer internship agreed and give us advanced notice if any of your circumstances change and affect your ability to complete the internship. We will require you to be onsite at the Right To Play offices at the agreed times and days to carry out your volunteering tasks. We will require you to act in a professional manner and to sign a letter of agreement including a confidentiality clause.

### **RESPONSIBILITIES AND TASKS**

- To work with the Communications Manager to develop RTP UK's social media presence, including growing followings by planning and executing targeted editorial content, campaigns and exploring new platforms.
- To produce content for the Right To Play website, including re-writing and enhancing existing content, and producing original pieces as required. For example, growing our fundraising content.
- To produce beautiful and engaging emails for our supporters, including our regular newsletter and pre and post event communications.

#### ***Other***

- *Other projects and activities as requested by the events team or corporate partnerships team*

### **PROFILE**

- E** Essential (must have)
- D** Desirable (asset)



## Experience and skills

- Excellent written and verbal communication skills **E**
- Knowledge of producing digital content, including for website, email and social media **E**
- Knowledge and experience of major social media platforms (including Twitter, Facebook, LinkedIn and Instagram) **E**
- Knowledge of Adobe Photoshop (or other image editing software) **E**
- Experience of analysing and using data to inform strategy and decision making **D**
- Knowledge of MailChimp (or other email broadcasting software) **D**
- Knowledge of HTML **D**
- Experience in fundraising and/or the charity sector **D**
- Proven track record of being able to conduct thorough research **D**
- Knowledge and understanding of International Development **D**

## Competencies / personal attributes

- Knowledge of and passion for communications and all things 'digital' **E**
- Excellent interpersonal skills, including experience of working with members of the public, consumers, customers or donors **E**
- Excellent organisational and time management skills with the ability to manage a varied workload **E**
- Ability to work flexibly & collaboratively in a team with enthusiasm and commitment **E**
- Excellent attention to detail **E**
- Ability to manage a varied workload, work under pressure and meet deadlines **E**

## Other Terms and Conditions:

**Office hours:** 9AM – 5PM, four or five days per week. This internship will require occasional evening and weekend work, with possible travel out of London, for which time off in lieu may be taken.

**Holidays:** Time off to be agreed with line manager.

**Equal Opportunities:** The Charity is committed to promoting equal opportunities in all aspects of its business, and maximising the potential of all employees and associates through fair and equal treatment. It strives to ensure that all of its policies and practices support these aims and principles and works towards an environment where all employees and associates can develop their potential regardless of disability, race, colour, religion, nationality, ethnic origin, age, sex, sexual orientation, marital or family status, trans-gender status, belief or political opinion.