

**Internship: ENERGYDESK SOCIAL MEDIA INTERN**

**Duration: 6 months part-time - 3 days a week / 22.5 hours per week**

**Salary: London Living Wage – £9.15 per hour**

**Location: Canonbury Villas, Islington, London, N1 2PN**

**Closing Date: 26 June 2015 – 5pm**

**Interviews: 7 July 2015**

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**ENERGYDESK**

Energydesk is Greenpeace's global energy and climate news site which seeks to reach a diverse audience of those who read daily about energy and climate issues and those who simply care a lot about the climate.

The point is to use open, fair and transparent reporting to promote change to prevent catastrophic climate change through challenging, informing and accessible content and innovative, high impact promotion on social media.

**THE ROLE**

You would work with the team to build the community of this new and growing project as it seeks to increase and diversify its audience – especially for global stories focusing on solutions to the problem of climate change or new investigations.

The role would involve working across our social media platforms – such as Twitter and Facebook - with the objective of getting our stories noticed and shared and – ideally – getting other people to follow our lead.

To do this you'll be given the tools and the training to monitor and become part of the UK and global discussion on climate change through social media and email.

You may be directly involved in rolling out a new weekly email aimed a wide audience and writing and promoting content focused on solutions to climate change.

You'll also be trained to play a more hands-on role in our content, helping us spot new areas for investigation or powerful stories others are sharing on social media which we should share or follow up on.

You'll work closely with our reporters as they develop stories, updating readers on progress, promoting stories and learning about the journalistic process.

## **INTERSHIPS AT GREENPEACE UK**

Jobs in the environmental sector can be quite unique, and there is no textbook training. We hope our internship programme will help you to develop skills and experience that are relevant to you and to working in environmental or climate journalism or campaigning.

Your internship will consist of:

**Project work** – This includes specific assignments which are assigned to you, for which you will take responsibility – these will be agreed between your manager and the community strategist and will consist of medium term tasks such as rolling out a new email, organising an event, writing a story or developing a complex infographic.

**On the job learning through daily responsibilities**– General tasks as part of the team including daily or weekly tasks – such as promoting stories, sending the daily email, spotting story ideas and liaising with colleagues.

Where possible, during the internship we may be able to organise short placements in other areas of the organisation where an intern expresses an interest.

## **ROLE DESCRIPTION**

**The details contained in this role description reflect the content of the role at the date the role description was prepared. However, it is inevitable that team priorities may change over time and this role description may have to be amended accordingly. The intern will be informed and consulted on any changes to this role description during the course of the internship.**

## **Overall purpose**

To learn new skills whilst finding interesting and creative ways to promote stories from Energydesk and to reach new audiences helping to grow our following on social media.

## **Get people to read our stories**

- Learn about our target audiences – how they respond to stories, how they like information to be presented to them.
- Think of creative, smart – even fun – ways to communicate our stories to our audiences over different social media channels, but basically Twitter & Facebook.
- Promote our stories directly over email both internally – to others within Greenpeace – and externally to people who may be interested in that particular issue.
- Focus particularly on how to promote two types of stories we want to do more of – those on solutions to the problems of energy and climate change and new investigations.

## **Get new followers and sign ups**

- Learn skills – and deploy some of your own – to get people to follow our social media channels. That could be following people back who follow us, mentioning our twitter handle in tweets, or using Greenpeace's other channels – whatever works.
- We also want people to sign up to our emails. Help us think of ways to do this and then help implement the ideas you come up with you've got – what would work for you?

## **Talk with our 'community' & get stories from them**

- Become part of the online discussion over the future of energy and what to do about climate change – picking up on key themes and finding out who's involved, we'll help you get started.

- Keep an eye on what people are saying about us, and our stories and learn how to reply and engage with comments (Hint: Don't get angry).
- Learn to look out for breaking new stories – whilst we're all heads down be the one scanning Twitter for the latest story idea we need to follow up.

### **Test and work out what's working (and what's not)**

- Learn to use a variety of software tools to work out which stories are really flying, which are reaching a small but really important audience and which are just going nowhere.
- Do the same for tweets, emails and facebook posts, work out which are doing well and then use that knowledge to promote our stories even further – for example by promoting a tweet people really like.

### **Online journalism**

- Come up with your own ideas for charts, image macros and other content that tells the story in one image, post or tweet.
- Be ready to take on your own stories – specially focused on solutions to climate change with a technological or human angle.

### **Build our database**

- Research journalists, commentators & experts on UK and International energy and climate change issues based on media stories and contacts.
- Research key online “opinion formers” on UK and International energy and climate change issues.

### **Team working**

- Work openly and co-operatively with other team members.
- Work closely with others within Greenpeace – especially press officers and social media experts across the organisation.

- Work closely with campaign teams, especially the UK solutions campaign team.

#### **Other**

- Any other duties and responsibilities appropriate to the role.
- Take full responsibility for the completion of properly delegated tasks.

### **PERSON SPECIFICATION**

**Listed below are the requirements needed to undertake this internship. Selection of candidates will be based on the extent to which these requirements are met.**

#### **Key skills**

- You've used social media platforms, including Twitter & Facebook, and you can show that you understand what makes stories travel amongst different audiences or groups of people.
- You are good at coming up with creative and powerful ways of telling stories on social media – which appeal to people with different backgrounds or levels of expertise in a subject.
- You have a nose for what makes a story – you don't have to be a journalist, or a news junkie, but you do need to show us that you "get" what makes news.
- You care about getting things right and you can show how you have used information to change people's minds or the way people see an issue.
- You aren't afraid to take complex information, learn about it and find ways to make it simple.
- Excellent organisational and time management skills with the ability to manage conflicting priorities and deadlines.

### **TERMS & CONDITIONS**

#### **Location**

The full duration of each internship will be based in our office in Canonbury Villas, Islington, London N1 2PN. The nearest tube stations are Angel (Northern line, Bank branch) and Highbury & Islington (Victoria Line) both within a 10-15 minute walk of the office. The nearest mainline stations include Essex Road and Kings Cross and buses include the 38, 56, 73, 271, 341 & 476.

## **Duration**

You will need to be committed to completing the full duration of the internship.

The internship will be for a fixed term, commencing and terminating on an agreed date, at which time it will automatically expire unless otherwise agreed in writing between you and the organisation. There is no guarantee of further work when the internship comes to an end.

## **Hours**

Your working hours will be flexible and agreed at the start of the internship.

Based on the dates above, we are seeking someone who is able to commit to an average of 3 days per week. All applicants must be able to commit to the full period of the internship.

Normal working hours are Monday to Friday, 7.5 hours per day.

There may be occasions when these hours are exceeded and unsocial hours working may be required. Overtime is not paid, but time off in lieu can be negotiated with your supervisor.

## **Pay & Expenses**

You will be paid the London living wage of £9.15 per hour. You will not be able to reclaim lunch or travel costs.

Any general business expenses incurred may be reimbursed.

Greenpeace are unable to cover the costs of travel or relocation to London to take part in an internship or to provide help with finding or funding accommodation.

## **Holiday, Sick Pay & Pension**

You will be entitled to paid holiday, sick pay and are eligible to join our pension scheme, like all other staff.

Full time staff are entitled to 25 days leave in the leave year 1 January - 31 December in addition to time off in lieu, public holidays and, when appropriate, closure of the office between Christmas and New Year. This is calculated on a pro rata basis for part-time staff or those on shorter term contracts.

You will be eligible for sick pay for sickness or incapacity to work, provided that the sick leave procedures are followed. Details are provided upon appointment. The period for which payment can be made depends on the employee's length of continuous service. For contracts less than 1 year, you are entitled to two months full pay and two months half pay. Employees who have less than two months service are normally entitled to statutory sick pay. Where statutory sick pay is payable, this will be deemed to be included during any periods of full sick pay.

Greenpeace runs a 'contributory' Pension Scheme held with Aviva for the benefit of its employees, with optional 'Salary Sacrifice'. Greenpeace contributes 8.5% of your basic salary, provided employees contribute at least 3%.

## **Notice**

As a paid intern, you have a contractual obligation to carry out the agreed hours and duration of the internship. Should either party wish to terminate the internship, 1 weeks' notice must be given in writing.

Should the expected outcomes of the internship be reached before the end date or any other decisions are made that affect the continuation of the internship at any time, 1 weeks' notice will be given to the intern.

Greenpeace are entitled to terminate the internship at any point should any of the terms and conditions in the Internship Agreement be breached.

## **WHAT YOU CAN EXPECT**

### **Induction**

During your first week you will go through an induction process where you will have meetings with various members of staff here to gain an overview of how Greenpeace works and how the various departments work together.

## **Support**

Your assigned supervisor will be your first point of contact during your internship. During your induction week your supervisor will go through an objective setting process with you, so you can start contributing as quickly as possible and to ensure you maximise the skills and experience gained during your internship. Your supervisor will conduct regular 1-2-1's and a Mid-Point Review with you to ensure everything is going well and you're happy with your objectives.

You may be assigned a mentor who will be there to offer advice and support in achieving your objectives and to help deal with any other issues which may arise.

The Human Resources department are also actively involved in offering you support and guidance during your internship.

## **Learning & development**

We hope Greenpeace internships will provide interns with:

- an insight into working in the environmental sector, campaigning and journalism
- the chance to make a real contribution to Greenpeace
- hands on experience
- workplace skills
- the opportunity to develop both personally and professionally

## **Debriefing & evaluation**

The last week of your internship will be set aside for debriefing and evaluation. We would appreciate you participating in an exit interview with either your line manager or a member of the HR team in order to gain valuable feedback, which we can use to adapt the internship programme if necessary.

## **Help with finding a job**

Towards the end of your internship we can offer you assistance with finding a job if required, giving advice on completing job applications and your CV, sharing relevant useful contacts, offer tips and advice for interviews. Also, following completion of your internship we are happy to provide you with a reference.

## **TO APPLY**

All applicants must:

- be 18 years or over
- be available for the duration of the internship
- be computer literate
- have a good working knowledge of the English language
- where necessary, hold a relevant permit to work in the UK

**To apply, please send us your CV and a covering letter. In your letter please respond to the accompanying questions. You will find these at the end of this job pack.**

**Please also complete the [Monitoring Form](#) by clicking on the link.**

**Please send your application via email to: [recruitment.uk@greenpeace.org](mailto:recruitment.uk@greenpeace.org)**

**CLOSING DATE: 26 June 2015**

**INTERVIEWS: 7 July 2015**

**Your CV** should be no more than one side and outline your skills and experience, and include contact details of two referees. References will not be sought until the internship has been offered to the successful candidate. You should not include your GCSE, A-level grades or school.

**Your covering letter** is the most important part of your application. Please answer the questions clearly and concisely bearing in mind the key skills you are trying to demonstrate.

**The monitoring form** helps us to monitor the effectiveness of our Equal Opportunities Policy. The information is detached from the form before shortlisting and kept confidentially within the HR Department.

**Special requirements:** Please tell us if there are any reasonable adjustments we can make to assist you in your application for this internship including flexibility around interviews.

We regret that we are unable to acknowledge receipt of your application but should you wish to confirm it has been received, please telephone the HR Department on 020 7865 8272. As we receive a large number of applications for our advertised vacancies we are unable to respond to those applicants who have not been shortlisted and we apologise for this in advance. If you do not hear from us within a week of the closing date please assume that you have not been shortlisted.

**Successful candidates will be invited for an interview shortly after the closing date.**

## **Energydesk internship questions to be answered in the covering letter:**

**Please answer the questions below, bearing in mind applications will be judged for evidence that you have shown the following skills:**

- You've used social media platforms, including Twitter & Facebook, and you can show that you understand what makes stories travel amongst different audiences or groups of people.
- You are good at coming up with creative and powerful ways of telling stories on social media – which appeal to people with different backgrounds or levels of expertise in a subject.
- You have a nose for what makes a story – you don't have to be a journalist, or a news junkie, but you do need to show us that you "get" what makes news.
- You care about getting things right and you can show how you have used information to change people's minds or the way people see an issue.
- You aren't afraid to take complex information, learn about it and find ways to make it simple.
- Excellent organisational and time management skills with the ability to manage conflicting priorities and deadlines.

### **Questions:**

- 1) Give an example of how you have used social media platforms either personally or professionally to successfully promote yourself or stories (250 words)?
- 2) Tell us about a news site which you think uses social media well to promote its stories – what do you like about how it does this? (100 words)
- 3) Tell us about a story you came across on social media - on any issue - which you think could bring about change - why? (250 words)
- 4) Go through our twitter feed for the past few days – tell us three of your favourite tweets and why? (100 words)

Take a look at these two stories:

[China coal use falls \(Energydesk\)](#)

[Will US fracking bring down global energy prices? \(BBC\)](#)

For each – and without reference to how they were actually promoted (we will check) – we'd like you to give us:

- a) Two tweets. You have 130 characters or 120 characters + a photo/chart. One tweet should appeal specifically to an audience interested in this subject, the other to a more general audience. If you include an image - tell us which.
- b) One Facebook post – aimed at an audience of people who broadly support environmental charities, please make a suggestion of which photo you would use from the story.