Collaborating with UN Environment

Internship Description

<table>
<thead>
<tr>
<th>Title</th>
<th>Digital Marketing Intern</th>
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<tbody>
<tr>
<td>Reference No:</td>
<td>ITN092</td>
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<tr>
<td>Programme:</td>
<td>Development &amp; Communications</td>
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<tr>
<td>Pay Status:</td>
<td>£8.91 per hour</td>
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<td>Line Manager:</td>
<td>Marketing Officer</td>
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Internship Summary

The UN Environment Programme World Conservation Monitoring Centre (UNEP-WCMC) is a global centre of excellence on biodiversity. The Centre operates as a collaboration between UNEP and the UK registered charity WCMC. Together, we are confronting the global crisis facing nature. We do this through collaborating with partners around the world to create innovative solutions to environmental challenges.

We are currently recruiting for a Digital Marketing intern to join our Development and Communications team to support our efforts in developing the Centre’s marketing initiatives. The internship will focus on many exciting new projects that are reaching a critical juncture including new ways to convey the Centre’s thought leadership and our approach to prospecting and lead generation.

This internship will include servicing requests from internal stakeholders on varied projects, such as assisting on digital design elements, resolving marketing challenges, and producing high-quality research to assist in the viability of future projects.

Learning Objectives

- Gain experience of working in a well-respected international NGO
- Understand the strategy, structure, operating procedures, systems, culture, and values of an organisation in the conservation space
- Understand the important roles of colleagues within the Development and Communications team which contribute towards delivering the strategy of a conservation organisation
- Build an understanding of how commercial digital marketing strategies can be applied to a non-profit model
- Develop time management skills in delivering high-quality outputs to stringent deadlines
- Gain marketing experience in an environment which fosters creativity and embraces innovative ideas
### Duties and Responsibilities

- Responding to requests for marketing support across the Centre and deliver high-quality outputs that contribute to the success of that project and our core marketing goals
- Creating written, image and to a lesser extent video content for marketing channels
- Reporting on marketing, social media and website metrics to organisational decision-makers and recommending follow-up actions
- Identify further opportunities for marketing growth within the Centre, including leveraging new partnerships and suggesting new avenues for growth
- Undertaking market and competitor research to help the Centre gain a competitive advantage
- Providing marketing insight for Centre-led high-level events and initiative launches
- Assisting with social media copywriting and reporting

### Requirements and Qualification

**Formal Qualifications (at least one of the below)**
- Previous experience in a fast-paced digital marketing environment
- Degree in marketing (or related field*)

**Other Required Skills**
- A strong understanding of the processes involved in delivering impactful digital marketing campaigns
- Demonstrable ability to manage projects, achieve objectives and manage time effectively throughout
- A working knowledge of CRMs and how they can be applied for marketing purposes
- Strong analytical and research skills
- Graphic design skills
- A strong interest in conservation and sustainable development

**Desirable Additional Skills**
- Experience working with the Adobe Suite of products (Photoshop, InDesign, Illustrator, Captivate and Premiere Pro in particular)
- Knowledge of social media marketing
- An understanding of the following marketing platforms and practices (LinkedIn Ads, Facebook Ads, Hootsuite, Mailchimp, SEO, AIDA, email marketing)

*Relevant related fields include: Business Management or Social Sciences that have significant written communication / research experience.