

SMART
WORKS

SMART WORKS COMMUNICATIONS SUMMER INTERNSHIP

Time: July and August 2022

Location: London

Salary: London Living Wage

Closing date: Monday 16 May 2022

ABOUT SMART WORKS

Smart Works is a UK charity that dresses and coaches unemployed women for success at their job interview. We empower each woman by giving her the clothes, practical skills, and confidence she needs to succeed. After visiting Smart Works, 69% secure a job within a month, gaining financial independence and transforming their lives.

The Smart Works service is delivered in London, Birmingham, Edinburgh, Leeds, Manchester, Newcastle and Reading. In eight years, Smart Works has helped 20,000 women.

It is our mission that any woman who needs our service can find her way to a Smart Works centre.

Smart Works has been voted Social Action Charity of the Year and is honoured to have The Duchess of Sussex as our Patron.

ABOUT THE ROLE

The Smart Works Communications team is fast-paced, close-knit and fun. We're constantly looking for new ways to bring the charity to life in innovative and engaging ways across our channels.

The team also has overall responsibility for the Smart Works brand. We act as brand guardians, running an in-house design studio that supports our regional centres and HQ team with the development of all digital and printed marketing materials.

This summer internship is a fantastic opportunity to get under the skin of a fast-paced team and experience what it's like to work in a busy charity communications function. You will play a vital role in supporting the team as it looks to deliver some ambitious projects and objectives over the coming months. A majority of this role will focus on supporting the charity's digital communications, including across our social media channels and website.

The opportunity is fantastic for anyone who loves digital communications and wants to gain experience and exposure to a wide range of projects and content creation.

DUTIES AND RESPONSIBILITIES

- Telling the Smart Works story across all our social channels, including posts about successful clients and stories about what happens around the charity daily.
- Supporting larger projects and campaigns as needed (this might include accompanying the comms manager to meetings, drafting content for social media, website and email, and contributing ideas).
- Keeping the Smart Works website up to date and supporting the broader team with changes.
- Support the Comms Manager with the end of month reporting.
- Support our regional communications teams with the creation of content that they can use on their channels, should they want to.

SKILLS, KNOWLEDGE AND PERSONAL ATTRIBUTES



- ✓ As an intern in the Smart Works Communications Team, you will be **creative**, coming up with new and engaging ideas to keep our content fresh.
- ✓ An ability to **write clearly**, and concisely is essential while also working **well as part of the team**, not only with your colleagues in Communications but the wider Smart Works team.
- ✓ As a small and busy team, we often have lots going on; the ability to **keep time** is an important skill, juggling multiple priorities at once.
- ✓ The candidate will have a **passion for social media** and understand how it is used as a communications tool.
- ✓ They will have some experience in **editing short videos** for social media and be able to **take great photos** with their phone camera.
- ✓ Understanding **content management systems** and **google analytics** is desirable but not essential.
- ✓ A can do attitude and someone kind and empathetic, able to communicate with clients and put them at ease, is also a must-have.

We promote equality, diversity and inclusion in our workplace and make recruitment decisions by matching the charity's needs with the skills and experience of candidates, irrespective of age, disability (including hidden disabilities), gender, gender identity or gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion or belief, or sexual orientation. We are keen to encourage a diverse range of perspectives, skills, experience and knowledge within Smart Works Charity.

GENERAL DUTIES OF A SMART WORKS TEAM MEMBER

- ✓ Represent the charity's entrepreneurial drive and focus on tangible outcomes, helping to deliver significant results from a small staff team.
- ✓ Work collaboratively with all team members and participate in staff meetings and discussions.
- ✓ Please adhere to our policies and procedures and be an ambassador for our charity.
- ✓ Play your part in ensuring that each woman who comes through our door is treated with respect and empathy.

BENEFITS, TERMS & CONDITIONS

- Start date: 4 July 2022
- End date: 31 August 2022
- Monday to Friday, with typical working hours 9 am to 5 pm
- Salary: London Living Wage
- The role will be split between two London offices in Islington and Ladbrooke Grove
- The successful applicant must be eligible to work in the UK and complete a Basic DBS check

HOW TO APPLY

Please apply with a one-page cover letter detailing the skills and experience you have and why you want to work for Smart Works, along with your CV.

Send applications FAO Jenna Brown to recruitment@smartworks.org.uk. Applications close on 16 May 2022, and interviews will occur shortly after.



- ✓ One page cover letter
- ✓ Two page CV

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**WE CAN'T WAIT TO
HEAR FROM YOU**

