



Job Application Pack
Communications and Marketing Intern (One year)

Deadline for Applications: Friday 24 August

Role type: Full-time position for twelve months.

Location: Humanists UK offices, London EC1.

Reports to the Communications Manager.

Salary £18,564 (London living wage)

Thank you for downloading this pack. At Humanists UK, our dream is of a tolerant world where rational thinking and kindness prevail. Our dedicated staff of 23 and hundreds of volunteers work hard to achieve this aim and we now have a vacancy for a Communications and Marketing Intern.

Is this the right position for you?

We are looking for a social media-savvy individual with a flair for writing engaging and inspiring copy, who is experienced with design software such as InDesign, Illustrator, or Photoshop.

The role is perfect for someone at the beginning of a new career. The successful candidate will have room to learn, develop, and gain invaluable experience in a busy and fast-moving charity communications environment, all the while furthering our mission of a tolerant society where rational thinking and kindness prevail.

If this sounds like you, complete the application form, detailing how you match the person specification on page 5.

Completed forms should be returned electronically by email with the subject **'Communications and Marketing Intern'** to tony@humanism.org.uk by **17:00 on Friday 24 August**.

Shortlisting and interviews

Candidates short-listed for interview will be notified by **17:00 on Thursday 30 August** and I regret that we do not have the resources to inform other applicants that they have not been shortlisted. Interviews for shortlisted candidates will be held on **Tuesday 4 September** at our offices at **39 Moreland Street, London EC1V 8BB**.

If you have any questions about the post, please feel free to contact the Liam by email on liam@humanism.org.uk - they will be very happy to talk more about the role with you.

Best wishes and good luck,



Andrew Copson, Chief Executive

More about Humanists UK

At Humanists UK, we want a tolerant world where rational thinking and kindness prevail. We work to support lasting change for a better society, championing ideas for the one life we have.

We do this because we're humanists: people who shape our own lives in the here and now, because we believe it's the only life we get. Our work helps people be happier and more fulfilled, and by bringing non-religious people together, we help them develop their own views and an understanding of the world around them.

We're committed to putting humanism into practice. Through our ceremonies, pastoral support, education services, and campaigning work, we advance free thinking and freedom of choice so everyone can live in a fair and equal society.

Founded in 1896, we are trusted by over 70,000 members and supporters to promote humanism. Our policies are informed with the support of over 150 of the UK's most prominent philosophers, scientists, and other thinkers and experts and we seek to advance them with the help of over 100 parliamentarians in membership of the All Party Parliamentary Humanist Group. Our trained and accredited celebrants conduct highly bespoke funerals and other non-religious ceremonies which are attended by over a million people each year.

The Communications and Development team

You will work to support our team's three primary objectives of increasing public understanding of humanism; developing and expanding our supporter base to raise funds for our work; and marketing our charitable services to the general public.

The postholder will form part of our Communications and Development team. This currently consists of three staff members: the Director of Communications and Development, the Communications Manager and the Events Manager.

The Communications and Development team is responsible for a number of functions such as fundraising, communications and reputation management, member and supporter development, events, and public engagement.

Communications and Marketing Intern Job Description

Role of the Communications and Marketing Intern

The Communications and Marketing Intern is responsible to the Communications Manager as part of the Communications and Development department. You will work to support our team's three primary objectives of increasing public understanding of humanism; developing and expanding our supporter base to raise funds for our work; and marketing our charitable services to the general public.

Key Tasks and Activities

1. Designing online and offline materials commissioned by colleagues across the organisation
2. Producing engaging and inspiring copy for a variety of audiences
3. Generating fresh web content, managing social media, and developing our online presence
4. Executing multi-channel supporter recruitment campaigns to bring in funds for Humanists UK
5. Carrying out research and administrative tasks in support of the Communications and Development team,
6. Any other reasonable duties as required by the Communications Manager

Person Specification

These criteria are divided into essential and desirable. Candidates meeting all the essential criteria will be preferred for this post but we do not expect experience across all desirable criteria. An ability to meet at least some of the desirable criteria, however, will be an advantage to candidates.

All criteria will be measured by the means noted in the right column.

Essential Criteria	Measured (Application, pre-interview task, interview task and/or Interview)
Demonstrable commitment to the aims of Humanists UK	Application, interview
Familiarity with and experience of using design software such as InDesign, Illustrator, or Photoshop	Application, interview, pre-interview task
Experience of writing engaging and inspiring copy	Application, interview
Proven social media experience	Application, interview, pre-interview task
Experience of coordinating activity on different communications channels	Application, interview, pre-interview task
Excellent IT skills, including Word, Excel, and databases	Interview, pre-interview task
Excellent organisational and administration skills, including the ability to work to often very tight deadlines	Interview
Ability to work effectively as part of a team and to take the initiative	Interview

Desirable Criteria	Measured (Application, pre-interview task, interview task and/or Interview)
Experience of developing stakeholder relations in a planned way	Application, interview
Experience of planning and implementing coordinated social media campaigns	Application, interview
Experience in executing member and supporter recruitment campaigns	Application, interview
Experience in executing fundraising campaigns	Application, interview

Equal opportunities policy

Humanists UK is committed to equality and, within the constraints of its small size and limited financial resources, aims to achieve best practice as an equal opportunity employer. Humanists UK also aims to achieve best practice in its work with volunteers and in relation to its activities generally. Humanists UK is an organisation with an ethos based on humanism and therefore qualifies under equality legislation as an organisation with 'an ethos based on religion or belief'. Certain posts where there is a genuine occupational requirement (GOR) may be reserved for individuals with humanist beliefs or sympathy with humanist beliefs. However, Humanists UK aims to restrict such requirements to the minimum and undertakes to review all positions where a GOR may apply in order to establish whether there is a genuine and determining requirement.

Humanists UK's equal opportunity policy is that in all aspects of employment, from vacancy advertising, selection, recruitment, training and development, and promotion, to conditions of service and reasons for termination of employment, no individual will be discriminated against on the basis of their gender, transgender status, sexual orientation, race, colour, ethnic origin, nationality, disability, marital status, caring or parental responsibilities, age, or religion or belief (unless there is a genuine occupational requirement), or any other grounds that are irrelevant to their ability to meet the requirements of a post. Humanists UK is committed to providing a working and social environment in which the rights and dignity of each individual are respected, and which is free from discrimination, prejudice, intimidation, and all forms of harassment including bullying.

Recruitment and promotion

i. Vacancy advertising

- Within financial constraints, steps will be taken to ensure that knowledge of vacancies reaches underrepresented groups.
- Where a GOR applies, this will be stated in advertisements.

ii. Selection and recruitment

- Selection criteria (job description and person specification) for any post will be reviewed to ensure that they are justifiable on non-discriminatory grounds as being essential for the effective performance of the job.
- All appointments will be strictly on merit.
- More than one person will be involved in the selection interview and recruitment process, and the most senior person will be responsible for ensuring the process complies with this policy and good practice.
- Where possible, both women and men will be involved in the shortlisting and selection processes.
- Shortlisting and selection processes will be based solely on the job description and person specification, with candidates scored against these criteria.
- Where possible, efforts will be made to identify and remove unnecessary/unjustifiable barriers and provide appropriate facilities and conditions of service to meet any special needs.