



Job Description

Intern (Policy & Communications)

Contract:	35 hours/5 days per week or 28 hours/4 days a week Fixed term contract for up to 5 weeks
Department:	Policy and Strategy
Reports to:	Head of Policy and Public Affairs (line manager) with a dotted line to Deputy Director, Marketing & Communications
Key Relationships:	Policy and Public Affairs team Clinical Advice & Guidance team Marketing and Communications team

Purpose of the Role

To develop an understanding of health-related policy development, public affairs/influencing activities and marketing and communications through job shadowing and observation. To gain experience of policy, public affairs, marketing and communication through taking forward agreed activities and processes.

Main Responsibilities

Policy and public affairs

- Carry out desk-based research into an agreed area of eye care policy to identify relevant background information, evidence and external policies
- Support the drafting and design of web pages related to key areas of policy work, using agreed messaging
- Support the drafting of letters or other correspondence with Westminster MPs who have an interest in eye care and other key stakeholders.
- Identify Scottish MSPs, Welsh MS and Northern Irish MLAs who have an interest in eye care and collate short profiles of each
- Shadow members of the Policy & Public Affairs team in attending external and internal meetings (virtual and face-to-face) and support the drafting of minutes.
- Monitor the Policy inbox and flag emails to relevant colleagues as needed

Marketing and communications

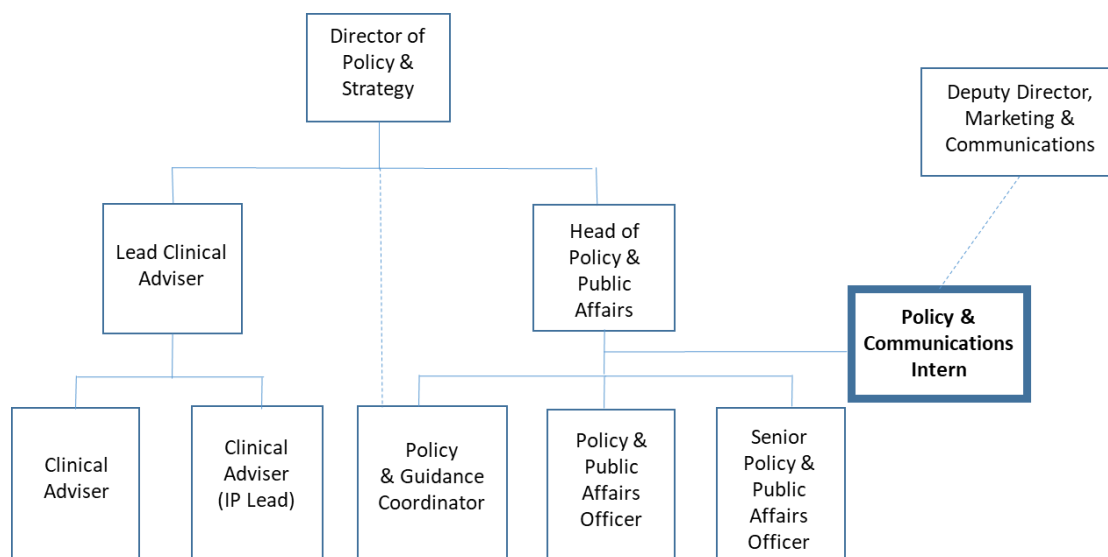
- Supporting the Marketing & Communications Managers with marketing activities related to membership, social media and education to promote the policy and influence work

- Supporting the PR & Internal Communications Manager with public relations activities, which could include research, press releases, social media posts, campaigns to further the policy and influence work
- Shadow members of the Marketing & Communications team in attending external and internal meetings (virtual and face-to-face)
- Assisting the Marketing and Communications team with the following administration tasks:
 - Supporting on events, in person and online webinars
 - Research into peer review case studies for webinars
 - Inputting monthly KPI monitoring, including the quarterly collation of statistics for quarterly Board reports
 - Updating the College's jobs board
 - Maintaining and updating the PR log

Other College work

- Carry out from time to time and as directed, any other duties as required in addition to the above that will be both reasonable and within your capabilities.
- Ensure that at all times you take care of your health and safety and that of others by complying with health and safety obligations, particularly by reporting promptly any defects, risks or potential hazards.
- Act in accordance with the College values.

Team structure



Person Specification

Experience

Essential:

- Working on multiple projects or pieces of work simultaneously.
- Delivering a piece of work to an agreed deadline.

Desirable:

- Involvement in communications, publishing, marketing, social media, policy, public affairs or project management.
- Carrying out desk-based research or literature reviews.
- Working or volunteering for a charity, not-for-profit organisation or membership body.

Education / Qualifications

Essential: Qualifications in Maths and English.

Skills and knowledge

Essential:

- Excellent organisational skills
- Ability to summarise and clearly communicate information from a range of sources.
- Good attention to detail and accuracy.
- Good knowledge of MS Office: Word, Outlook, Excel and PowerPoint.
- Accurate keyboard skills.
- Ability to communicate effectively with colleagues and other professionals, patients and/or the public in writing and verbally.

Desirable:

- Experience of writing for a range of different audiences.
- Experience of writing webpages or social media posts.

Personal Attributes

- Interest in eye care policy development and health-related communications
- Proactive and self-motivated
- Ability to work well as part of a team
- Ability to pick up new terminology
- Highly organised with a strong attention to detail
- Flexible approach to work
- Able to adapt interpersonal style to work effectively within a team environment.
- Ability to use initiative to solve problems.
- Able to prioritise multiple tasks.

Additional Information

Typical daily working hours at the College are 7 hours, excluding lunch. We operate a flexible working window from 8 am to 6 pm where you can vary your start and end time and have other flexible working opportunities available. This post is for either 4 days (28 hours) or 5 days (35 hours) a week for up to 5 weeks.

This post can be based at our London office (42 Craven Street, London, WC2N 5NG) and we are open to hybrid working (a mixture of home and office working), but you have access to a broadband connection. On some occasions, you may be asked to work in the office to meet business needs. The postholder will be able to agree their working pattern on appointment, but you will be expected to work on Tuesday afternoons to attend Policy & Strategy department meetings.

Equal Opportunities and Inclusion

The College is committed to providing equal opportunities in employment and to avoiding unlawful discrimination. We value the differences that a diverse workforce brings to the organisation.

Our values



				
We act with integrity and transparency	We listen and we learn	We demonstrate respect and professionalism	We achieve high quality	We champion diversity and inclusion

 THE COLLEGE OF OPTOMETRISTS