



Credit: Joan Pablo-Moreiras

Communications Intern: Web Copywriter and Content Producer

“In the past century FFI has consistently saved species from extinction and protected habitats from destruction. Their solutions have always been practical, efficient and sustainable in local circumstances.”

Sir David Attenborough,
FFI Vice-president

Fauna & Flora International

Fauna & Flora International (FFI) saves species from extinction and habitats from destruction, while improving the livelihoods of local people. Our guiding principles are to work with and alongside local partnerships, act as a catalyst for change, make conservation relevant, and base decisions on sound science. Founded in 1903, FFI is the world's longest established international conservation body; our conservation work, and impact, spans the globe.

Communications Team

The FFI communications team are responsible for growing the profile of the organisation and using effective communications strategies to help meet specific organisation-wide objectives. This is an exciting time to be joining the FFI communications team. The organisation's new strategy sets out ambitious goals for increasing our profile and influence, recognising the importance of communications not only for income generation but also as a key ingredient of conservation success. You will be joining a highly skilled and supportive team and will also gain experience working with the wider development team and colleagues across the organisation to achieve our shared mission of protecting the world's threatened species and ecosystems.

The Opportunity

The communications team are currently developing a new website for the organisation.

FFI is offering a paid internship for a three-month period from January 2023.

This internship will assist the communications team in assessing and creating strategically-aligned content for the new website, including learning the role that Search Engine Optimisation (SEO) plays in best practice web copywriting. The role will play a key part in the audit of existing web pages, their potential for optimisation to meet the needs of the new website, and the content creation process involved in writing compelling and effective web content.

The communications team are looking for an individual with a desire to work in communications and an interest in digital content. Someone who has strong writing skills, who is open to learning and able to pick up new skills.

Please note that this internship has been designed to create a professional development opportunity for people who are new to the conservation sector. Therefore, applicants should have less than two years paid or unpaid experience in the conservation sector (not including education).

Terms and Conditions

Start Date:	January 2023
Duration of Contract:	3 months
Probation Period:	4 weeks
Salary:	£18,525 per annum
Location:	Fauna & Flora International, Cambridge, UK Current policy offers partial remote working within the UK
Benefits:	25 working days' annual holiday entitlement plus Public/Bank Holidays and any normal working days that fall between 24 December to 1 January inclusive, during which time FFI UK offices are closed Group Life insurance, currently set at a benefit of 4 x basic salary
Hours of Work:	This is a full-time position working 37.5 hours per week, Monday-Friday inclusive

Job Description

Job Title:	Communications Internship: Website Copywriter and Content Producer
Reporting to:	Digital Communications Executive
Key Relationships:	Website Manager Senior Writer Digital Assets Officer

Purpose:

Quality and engaging digital content play a crucial role in effective conservation communications. From growing our supporter base and raising vital funds, to growing awareness of the challenges faced in our global portfolio of projects, strategic and well-designed content that is visible to the external world is crucial in meeting organisational objectives. Through this internship, you will gain first-hand experience in analysing and creating web content that meets best practice requirements for such goals.

This internship will provide experience and insight into the value of different types of web content and the process involved in ensuring all content is objective-led and considers digital user-journeys for target audiences, including the role that search engines and social media plays in driving users to landing pages. You will work closely with the digital communications team and digital fundraising

team during this process, gaining experience in working across creative teams whilst following a structured content framework.

Specific Duties:

Involvement in website content audit, analysis and optimisation:

- Assist website team in assessing current website content against new content plan guidelines. Determine if current pages and blogs have strategic value and prioritise those which need rewriting or optimising.
- Assist in creating separate lists of pages needing optimising and/or updating, and new pages needing entirely new content.

Search Engine Optimisation (SEO) research:

- Research SEO opportunities for existing and new web pages considering page topic, audience, user intention and accessibility. Brief line manager on findings and discuss results before applying to new content. SEO training will be provided during internship if needed.

New website content creation:

- Working with key people in the communications team, write new content for key landing pages that is search engine optimised and includes clear and appropriate calls to action. Work with science and project teams for accuracy and the most up-to-date information where needed.

Content publishing:

- Assist with page creation and content population on website (WordPress) working with the Digital Assets Officer to source high quality imagery, video or multimedia for best practice user experience and on-page engagement. Training will be provided for the website Content Management System (or CMS) if not known.

Person Specification

	Essential	Desirable
Skills	<ul style="list-style-type: none"> • Strong writing skills • Exceptional written English 	<ul style="list-style-type: none"> • Writing for websites and digital platforms
Knowledge and experience	<ul style="list-style-type: none"> • Experience writing for different audiences and ability to translate technical subjects into accessible and engaging copy • Less than two years paid or unpaid experience in the conservation sector and/or communications sector (not including education) • Interest in conservation and understanding of challenges in the sector 	<ul style="list-style-type: none"> • Knowledge of SEO and the role it plays in digital content • Experience in creating website content • Understanding of digital journeys and the role of web content for social media and press visibility • Writing for non-profits and charity sector
Behavioural qualities	<ul style="list-style-type: none"> • Desire to work in communications sector, interest in role of digital content • Open to learning and able to pick up new skills • Team player who is also able to work independently and use their own initiative • Very organised with the capacity to achieve tight deadlines 	
Other	<ul style="list-style-type: none"> • Interest and empathy with the mission and values of FFI • Pre-existing right to work in the UK • Available for the full three-month internship 	

FFI Values

Values underpin who we are and how we act. Just as values shape who we are as individuals, they define us as an organisation, creating the culture of success for which Fauna & Flora International (FFI) is renowned. Our people exemplify our shared values, which are interconnected and interdependent:

- We act with integrity
- We are collaborative
- We are committed
- We are supportive & respectful
- We get things done

How to Apply

Applications should consist of the following:

- Covering letter confirming your interest and explaining how your experience and skills refer to the role
- Full CV
- Contact details for two referees (who will not be contacted without your permission)

Applications should be sent to steph.baker@fauna-flora.org

Please mark your application '**Communications Intern**' and indicate where you saw the position advertised.

The closing date for applications is **Sunday, 4 December 2022**. Interviews are likely to be held during the week commencing **12 December 2022**. Candidates selected for interview will be contacted by email or telephone – please specify your preferred method of contact in your covering letter.

Regrettably, due to limited resources and the high number of applications we receive, we are only able to contact short-listed candidates. If you do not hear from us within four weeks of the closing date, please assume that you have not been successful on this occasion.

Applicants with Disabilities

FFI encourages applications from individuals with a disability who are able to carry out the duties of the post. If you have special needs in relation to your application, please contact Jade Bedwell, HR Adviser, FFI, on Tel: +44 (0)1223 749044 or Email: jade.bedwell@fauna-flora.org.

FFI values diversity and is committed to equality of opportunity