



Intern Description

Internship: Marketing & Communications	Department/Region: Outreach / North Europe	Location: London, UK
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The MSC would hope that the intern would benefit from exposure to the activities listed below, with guidance provided by the Manager. There may be additional activities with which the intern could be involved, depending on the skills and interests of the individual concerned and there being a sufficiently qualified and experienced member of the MSC's staff available for the intern to shadow.

This is a paid internship for 22 weeks.

Key Projects

- An audit of the UK Team's content library, with a view to cataloguing and developing content ideas and plans for the assets.
- The organisation and implementation of content delivery on our social media channels (Instagram, Facebook and Twitter), team consumer and stakeholder campaigns, the management and delivery of our regular newsletters and the running and content of both our UK & Ireland team website and Multimedia Library (MML).

The Intern will support the following areas of work:

The support of the MSC UK & Ireland Team social media channels (Instagram, Facebook, Twitter, Tik Tok); enabling the development and implementation of content sharing for our audiences that is cutting edge, high quality, collaborative and aims to meet team targets. Including:

- Sourcing and copywriting social media posts on an ad-hoc basis; according to new stories and information outlined by the UK & Ireland MarComms, Fisheries and Commercial teams.
- Supporting the UK & Ireland teams ongoing 'Always On' Social Media schedule, through co-creating and maintaining the Social Media calendar.
- Plot and schedule UK & Ireland Team social media posts for campaign periods, with support of the Social Media and Campaigns Manager.
- Engage our social media community, liking, retweeting and commenting on posts from our partners and followers; as well as replying to incoming queries; with guidance from the UK & Ireland Team where appropriate.
- Support development of paid 'Always On' social media campaigns, using basic video editing using platforms like Wochit and canva to create assets.
- Support on the coordination of paid and organic content delivery from MSC UK Ambassadors and influencer collaborators
- Supporting the UK and Ireland team website; ensuring our content and media assets are up to date and our Digital Marketing Strategy is being implemented effectively.
- Providing MSC Multimedia Library (MML) and internal SharePoint (integrated filing platform) and Reef (CRM) support and coordination; ensuring that all UK & Ireland Team media assets are appropriately stored, organised and shared (within and external to the team).

- Support the writing and distribution of commercial and fisheries team focussed trade press releases and drawing up media lists and creating media coverage books to support with evaluation.
- Researching and identifying relevant social media and news trends for the MSC UK social accounts to participate in to ensure we are best-placed to speak with our key audiences, inspire them to act and our partners to participate.