



GAP Communication and Marketing Internship

Role Title: Communication and Marketing Intern

Reporting To: Programme Officer

Duration: Minimum 3 Months

Time Commitment: 14-21 hours per week

Global Action Plan (GAP) is an Irish charity with the aim of creating sustainable communities across Ireland. Our mission is to support people to live more sustainable lifestyles, by offering practical yet creative solutions that inspire people to act and change their long-term consumption habits.

Duties and Responsibilities

- Managing and updating GAP's social media content, blog & strategy in line with GAPs messaging and ethos;
- Researching intriguing and up to date facts, statistics and actions around the environment and living sustainably which will engage the public;
- Engaging the public with our fundraising campaigns, initiatives and workshops ;
- Organising our existing stock of photos, taking new photos at our workshops/events & ensuring they are GDPR compliant;
- Editing photos to support social media posts our programmes and the work of GAP;
- Analysing our target audience & engagement with social media posts and AB testing;
- Propose and advise upon new ideas which may better enhance our social media reach, engagement and call to action.

Qualifications

- Ability to work independently in a motivated manner, with good organisational and time management skills.
- Enthusiasm for engaging and leading the community, including volunteers, community groups, and school groups on environmental matters.
- Comfortable working both outdoors and indoors.
- Competency with Microsoft Office, especially Excel and Word.
- Excellent verbal and written communication skills.

Desirable skills and qualifications

- A background in and/or a Bachelor's or Master's degree in Digital Marketing, Social Media, Communications, is strongly favoured; and/or equivalent work experience of 1-3 years in a related field.
- Knowledge of environmental issues.
- Interest in working with young people.
- Good interpersonal and communication skills.
- Good organisational skills.
- Excellent computer skills and experience with Microsoft Office software (Word, Excel, PowerPoint) or similar.

Benefits

- Gain professional development in a team setting.
- Learn valuable skills in social media management, analytics and utilizing this to support work in the not-for-profit sector
- Understand the importance of

Terms and conditions

- This is an unpaid internship position.
- Minimum 3-month placement.
- 14-21 hours per week (to be agreed with the candidate).
- Garda vetting applies to this position (GAP will apply on your behalf).
- Work is performed both indoors and outdoors under variable weather conditions.