



Peace Brigades International UK
45 Swinburne Road,
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<https://peacebrigades.org.uk/>

Call for Applications: Communications Intern

Peace Brigades International United Kingdom (PBI UK) is recruiting a **new Communications Intern to join our UK team** either in London or remotely. We are looking for someone with experience in creative approaches to digital communications and a passion for promoting human rights.

Position:	Communications Intern, Summer 2022
Application Deadline:	Applications accepted on a rolling basis, with a priority deadline of July 13 at 9.00am

1. Organisational overview

Peace Brigades International (PBI) is a non-governmental organisation, which protects human rights and promotes nonviolent conflict transformation. PBI provides protection for threatened human rights defenders striving to promote social justice and human rights in areas of violent conflict.

PBI currently has field operations in Colombia, Guatemala, Honduras, Kenya, Indonesia, Mexico, Nepal and Nicaragua. PBI project work is supported by a network of 13 offices like ours in the UK, which carry out volunteer recruitment and support, advocacy and fundraising.

2. The Role

Communications are key to PBI's strategy to advocate for the protection of human rights defenders and encourage support for our work. As Communications Intern, you will support the team in developing a communications strategy, based partly on social media, while gaining valuable skills and experience in an international non-governmental organisation. The PBI UK office is a small and caring team where new ideas are welcomed and valued. We accept candidates searching for part-time or full-time internships, and work can either be remote or in our London office. Occasional travel to London may be necessary and UK-based candidates might be prioritised.

3. Key Responsibilities

i) Development of PBI UK's communications strategy

- Review previous PBI UK communications strategy, consultancies, and current work plan to identify areas for improvement and best opportunities of focus in the next 12 months
- Build branding and vision-focused social media strategy plan to support a long-term strategy with the goal of raising awareness of, and engagement in, PBI UK's projects and initiatives
- Develop a brand persona for PBI UK, which should easily be used for building new social media posts and email communication

ii) Build and manage a Social Media strategy

- Review PBI UK's social media outputs, content and messaging, and identify areas of improvement and focus with the goal of raising awareness of, and engagement in, PBI UK's projects and initiatives
- Review similar organisations' social media to understand common and effective practices in the field
- Review PBI UK's main audiences and target audiences to understand ideal focus groups, taking into account factors such as demographics, topics and communication styles of interest, as well as their online behaviours and perception of the organization
- Identify, segment and manage PBI UK's audiences, based on which communication type should be focused on who, and how to engage them
- Build a social media plan for each audience for the next 12 months with the goal of raising awareness of PBI UK's projects and initiatives
- Build and edit specific social media posts and templates, including video and graphics development, based on current and old materials from specific projects

iii) Build and manage Email strategy

- Identify, segment and manage PBI UK's email audiences, based on which type of communication should be focused on who and how to engage them
- Build and implement an email newsletter plan for each audience for the next 12 months with the goal of raising awareness of, and engagement in, PBI UK's projects and initiatives

iv) Support other communication strategies

- Work with PBI partners to share capacity and learnings across the organisation
- Support public communications activities by drafting talking points and pitches for use by PBI UK staff
- Identify and pursue press coverage opportunities
- Review and categorise PBI's digital assets,; collate and develop a centralised photographic library
- Author case studies and create visual products (including graphics) to communicate them

4. Essential general skills

- Hold, be pursuing, or intend to pursue, a Masters Degree in strategic communications or a related field;
- Have strong writing, proofreading and analytical skills;
- Be familiar with web editing (especially WordPress and MailChimp);
- Be able to meet tight deadlines;
- Be able to think independently and take proactive responsibility;
- Have the desire and courage to contribute your own ideas, creativity and personality;
- Political awareness and familiarity with global issues relating to peace and human rights;
- Commitment to and understanding of the principles and mandate of PBI.

5. Desirable skills

- B2 level in Spanish

6. Expenses

PBI can cover travel and lunch expenses on working days.

7. Applications

Please send your CV and a short cover letter explaining your motivation and how you meet the selection criteria to: anuja@peacebrigades.org.uk, by 9.00am on July 13 2022 in order to meet our priority deadli.