Celebrity Ambassador (Key Influencer) Intern

Duration: Fixed Term 6 months / full-time (37.5 hours per week) starting in October 2021

Salary: £10.85 per hour (paid monthly)

Location: Canonbury Villas, Islington, London, N1 2PN

July 2021

Greenpeace defends the natural world and promotes peace by investigating, exposing and confronting environmental abuse, and championing environmentally responsible solutions.
THANK YOU!

Thank you for your interest in the Celebrity Ambassador (Key Influencer) Intern. We hope that this pack gives you an insight into us and our work and all the information you need to help you apply.

The deadline for receipt of your application is **9am on 24th August** and interviews are to be held on the **1st, 3rd and 6th September**.

**IMPORTANT:** Please read the ‘How to Apply’ section below before making your application.

To apply please complete our application form by 9am (BST) 24th August 2021.

[Click here](#) to be redirected to our application form.

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**OUR ORGANISATION**

Greenpeace is a movement of people who are passionate about defending the natural world from destruction. Our vision is a greener, healthier and more peaceful planet, one that can sustain life for generations to come.

We are independent. We don’t accept any funding from governments, corporations or political parties – our work is funded by ordinary people. That means we are free to confront governments and corporations responsible for the destruction of the natural world and push for real change.

We do this by investigating, documenting and exposing the causes of environmental destruction. We work to bring about change by lobbying, consumer pressure and mobilising members of the general public. And we take peaceful direct action to protect our Earth and promote solutions for a green and peaceful future.

Greenpeace was founded in 1971 by a small group of concerned individuals who set sail to Amchitka Island off the coast of Alaska to try and stop a US nuclear weapons test. Their old fishing boat was called “The Greenpeace”.
Today, Greenpeace is present in over 40 countries around the world. Our movement is growing every day and our commitment to realising our vision is as strong as ever.

We find ourselves at a pivotal point in human history now. Climate change is rapidly accelerating and we are feeling the effects of it ever more – in the changes to our air, sea levels and more extreme weather events.

The need to act to protect our planet has never been so urgent, yet governments and corporations are still dragging their feet. Our mission is to promote radical changes and new solutions to the ways we live on this planet so that we can all call it home for generations to come.

Everyone who works for Greenpeace is passionate about what we’re trying to achieve. We have big ambitions for our work and we believe it’s an immensely rewarding and inspiring place to work.

**DIVERSITY AND INCLUSION**

Promoting diversity is at the forefront of what Greenpeace do and our focus doesn’t stop at our staff. We are constantly striving to better diversity in all aspects of our organisation, through who we employ, the experiences we represent and the changes for which we campaign.

We recognise the value in having a diverse workforce, as well as the importance of creating equal opportunities for all. We welcome and encourage applications from people of all backgrounds. We select candidates based on how well they meet the criteria for the role and are committed to ensuring that applicants are treated fairly throughout the process.

To find out more about our commitment to diversity and inclusion, please visit our website.

**Applicants who require reasonable adjustments**

If you have any specific requirements which would enable you to participate in the recruitment process more fully and in particular if these relate to a disability or other access issue, please contact The Windsor Fellowship as soon as possible. If you require this job pack in a different format, please let us know.

**THE KEY RELATIONSHIPS TEAM**

Our team looks after Greenpeace’s most generous and influential supporters, by building and
maintaining close relationships with them. The main function of the team is fundraising – but as we are the ‘relationship specialists’, we also look after Greenpeace’s famous and influential supporters. We call these supporters ‘key influencers’: this group includes celebrities, social media influencers, artists and more. We keep them up to date with campaign developments, ask for their support when we need it, and let them know how their contributions make a difference for our planet.

We are a friendly, good humoured team who are passionate about ensuring our wonderful supporters feel valued, excited and engaged with the planet-saving campaigns Greenpeace runs – whether they give their money, their time or their name to help us do it!

The Key Influencers work is managed by the Key Influencer Programme Manager, with some support from the Head of Key Relationships. This work involves liaising closely with our Executive Director, John Sauven. It also requires a lot of close working with teams across the organisation – in particular campaign teams and digital campaigners. This work is a great way not just of getting exposure to what’s happening in campaigns across Greenpeace – but also directly contributing to making those campaigns a success.

THE ROLE

The role will focus on supporting the recruitment, stewardship and management of celebrity ambassadors (known internally as ‘key influencers’), supporting across GPUK campaigns and with a particular focus on collaborating with more diverse KIs. With ships in UK waters for much of the autumn and global attention on the UK with CoP, there’s huge potential for KI engagement. But that means a lot of work: securing this internship will make the most of the campaign and diversity opportunities provided by key influencer work, while also being a phenomenal opportunity for someone to get experience across campaigning, communications and relationships management.

This internship will provide an unusual, exciting and hands-on opportunity to develop communication and relationship management skills as well as project and events management skills. At the same time it will offer exposure into the world of campaigning, and the role that influential figures play in helping us to achieve our goals. This role will help build your communication skills, as well as skills in team working (including across departments and as part of an international project team), administration, organisation, research and evaluation.
We can help you build on your existing skills with relevant training for the role as required. In addition to the comprehensive organisational learning and development programme, which is available to all Greenpeace staff, you will be offered job-shadowing opportunities, a Mentor and other networking opportunities, as well as a range of training specific to this internship.

WHAT WE ARE LOOKING FOR

This internship would suit an enthusiastic individual who is genuinely interested in exploring how celebrities and influential people can use their fame and their profile for the good of our planet. It would be a great opportunity for anyone hoping to explore a career relating to communications and relationship management – including relationship and major gifts fundraising.

You’ll be confident at working collaboratively with people from across the organisation, to develop and test new Key Influencer engagement ideas. You’ll understand the importance of measuring and monitoring impact, and work hard to make sure that learnings are captured and implemented in the future.

You have excellent written and verbal communication skills and can demonstrate this. You’re good at summarising complex ideas in simple, inspiring words – and are able to be flexible in your communication style, to meet the needs of the audience.

You understand the importance of being well organised and can demonstrate your excellent organisational and time management skills. You are adept at handling conflicting priorities and deadlines.

Candidates should be able to demonstrate their support for, and belief in, the aims of Greenpeace and be able to commit to the full period of the internship, with some slight flexibility available around the start and end dates.

Please see the person specification for further requirements for this role.

INTERNSHIPS AT GREENPEACE UK

Jobs in the environmental sector can be quite unique, and there is no textbook training. We hope our structured internship programme will help you to develop skills and experience that are relevant to you and to working in this sector. Although we can make no guarantees that work will become available here at Greenpeace UK following completion of your internship,
we hope the experience will increase your employability and open up further opportunities for you.

Your internship will consist of:

**Project work** – This includes specific assignments which are assigned to you, for which you will take responsibility. Project work may be agreed in advance depending on the needs of the team in which the internship will take place. Project work should take up 50% of your time.

This will involve collaborations with celebrities / key influencers offer major campaign opportunities, particularly when it comes to engaging new and more diverse audiences, securing media coverage and directly influencing those with the power to make change. The key objective of this internship is maximising these opportunities for Greenpeace, including through the following tasks:

- Research into prospective celebrity supporters for Greenpeace’s work
- Outreach to recruit new celebrity supporters and relationship management – including drafting and sharing campaign updates and calls to action, and associated administrative tasks (eg keeping the database up to date with correspondence and new supporter records)
- Liaising with digital campaigners, campaigners and FR staff about upcoming opportunities, and developing systems for working together to maximise celebrity engagement online and recruitment of new supporters via celebrities’ social media posts / other media coverage.
- Liaising with the global Greenpeace Key Influencer management community about collaborative opportunities, and spotting opportunities to collaborate with the wider environmental movement for additional impact.
- Project managing specific KI collaborations and projects.

**On the job learning** – General tasks assigned to you by your line manager will take up the rest of your time.

Where possible, during the internship we may be able to organise short placements in other areas of the organisation where an intern expresses an interest. This will be the time for the intern to grow their knowledge of relationship management more widely (including in a major gifts fundraising capacity), as well as upskill themselves on persuasive writing, impact measurement and project evaluation, and project management.
Through the intern network and programme, additional collaborative learning will be encouraged – we expect particularly useful learnings to emerge from collaborations with mobilisation and across fundraising. There will also be lots of opportunities to gain experience of international working, through collaborations with other NROs.

Tasks to be performed:

- Supporting the UK project teams with campaign amplification activities, both online and offline, through Key Influencer partnerships.
- Measure and gather evidence about the impact of celebrity engagement in campaigns.
- Additional assistance with general management of the GPUK Key Influencer programme, and additional tasks as required.

**ROLE DESCRIPTION**

The details contained in this role description reflect the content of the role at the date the role description was prepared. However, it is inevitable that team priorities may change over time and this role description may have to be amended accordingly. The intern will be informed and consulted on any changes to this role description during the course of the internship.

**Overall purpose:** To support the Key Relationships Team with the recruitment, stewardship and management of celebrity ambassadors (known internally as ‘key influencers’) in support of key 2021 campaign priorities, in particular our work to address the climate and nature emergency and to recruit more diverse and representative key influencers.

This internship will provide an exciting and hands-on opportunity to develop communication and relationship management skills as well as project and events management skills – whilst also offering exposure into the world of campaigning, and the role that influential figures play in helping us to achieve our goals.

**MAIN AREAS OF RESPONSIBILITY:**

Building UK celebrity / Key Influencer engagement in priority areas
● Develop a good understanding of Greenpeace’s priority campaigns.
● Research and identify prospective celebrity and key influencer supporters
● Manage outreach to recruit new celebrity supporters, and ongoing stewardship of existing ambassadors – including drafting and sharing campaign updates and calls to action
● Keep on top of record-keeping and other administrative tasks (eg keeping the database up to date with correspondence and setting up new supporter records)
● Build relationships with digital campaigners, campaigners and fundraising staff, and together identify upcoming opportunities for working together to maximise celebrity engagement with campaign or fundraising initiatives.
● Supporting the UK project team with output around campaign amplification projects and activities by working with Key Influencers, both online and offline.
● Working in close collaboration with the Global Key Influencers Lead, and colleagues in other NROs, to deliver coordinated communications and campaign activities.

Improving our systems for working with celebrities

● Work together with digital campaigners / other teams as required to identify more effective and efficient ways to maximise celebrity supporter impact (e.g. best ways to recruit new supporters through celebrities’ social media posts / other media coverage).
● Monitor, measure and gather evidence about the impact of celebrity engagement in campaigns and the results of different tested approaches.
● Present findings in a short report for senior management (FLT / PLT / Ops group) which will inform how Greenpeace works with celebrities in the future.

Providing support to the Key Relationships Team

● Additional assistance with general management of the GPUK Key Influencer (celebrity) programme.
● Adapt role within team as appropriate, including playing supportive role to other members of the team as necessary.

Other

● Any other duties and responsibilities appropriate to the role.
● Take full responsibility for the completion of properly delegated tasks.
Greenpeace expects all its employees to have a full commitment to the organisation’s equal opportunities and health and safety policies and have acceptance of personal responsibility for their practical application.

**PERSON SPECIFICATION:**

Listed below are the personal attributes required to undertake this internship. For all of the below we are looking for you to demonstrate an ability to meet the criteria - this could be through ideas, training or relevant experience - or all three. Selection of candidates will be based on the extent to which these requirements are met.

- **Organised** – You like to run a tight ship on a tight schedule. You understand the importance of managing your time effectively, are comfortable doing so and have close attention to detail.

- **Communicator** – You are a confident and efficient communicator in both your writing and your speech.

- **Relationship builder** – You love people and can build excellent trusting working relationships with people of all levels inside and outside of the office.

- **Enthusiastic** – Specifically about how celebrities engage with and support charities, and how influential people can use that influence to bring about positive change.

- **Proactive** - You’ll have a keen eye for spotting opportunities, and be confident to put forward new ideas and ways of doing things, as well as being able to try out your ideas to see if they work.

- **Composed** – You are self-motivated with good energy levels, you use your initiative and can make sound judgments and decisions in stressful situations.

- **A Team Player** – When it’s all hands on deck you are happy to muck in in order to get the job done.

- **Other**- Must be interested in learning more about the principles of non-violent direct action (NVDA). All Greenpeace UK employees are encouraged to take part in a NVDA training day.
Greenpeace is a non-party political organisation and it is important for its future that this should remain the case. It is, therefore, a condition of employment that employees shall not normally stand for any official position within a political party.

**TERMS & CONDITIONS**

**Location**
The internship will be based in our office at Canonbury Villas, Islington, London N1 2PN. The nature of on-the-job learning will mean that you will mainly need to work from the office, but as we progress to a hybrid working model you may be able to work from home from time to time.

The nearest tube stations are Angel (Northern line, Bank branch) and Highbury & Islington (Victoria Line) both within a 10-15 minute walk of the office. The nearest mainline stations include Essex Road and Kings Cross and buses include the 38, 56, 73, 271, 341 & 476.

**Duration**
You will need to be committed to completing the full duration of the internship. The internship will be for a fixed term, commencing in October and terminating on an agreed date, at which time it will automatically expire unless otherwise agreed in writing between you and the organisation. There is no guarantee of further work when the internship comes to an end.

**Hours**
Based on the dates above, we are seeking someone who is able to commit to working full time hours over 5 days per week. All applicants must be able to commit to the full period of the internship.

Normal working hours are Monday to Friday 37.5 hours per week, 7.5 hours per day.

Please note that this internship will include occasions when these hours are often exceeded and unsocial working hours may be required. Overtime is not paid, but time off in lieu can be negotiated with your supervisor.
Pay & Expenses
You will be paid the London living wage of £10.85 per hour. You will not be able to reclaim lunch or travel costs.

Any general business expenses incurred may be reimbursed.

Greenpeace is unable to cover the costs of travel or relocation to London to take part in an internship or to provide help with finding or funding accommodation.

Holiday, Sick Pay & Pension
You will be entitled to paid holiday, sick pay and are eligible to join our pension scheme, like all other staff.

Full time staff are entitled to 25 days leave in the leave year 1 January - 31 December in addition to time off in lieu, public holidays and, when appropriate, closure of the office between Christmas and New Year. This is calculated on a pro rata basis for part-time staff or those on shorter term contracts.

You will be eligible for sick pay for sickness or incapacity to work, provided that the sick leave procedures are followed. Details are provided upon appointment. The period for which payment can be made depends on the employee’s length of continuous service. For contracts less than 1 year, you are entitled to two months full pay and two months half pay. Employees who have less than two months service are normally entitled to statutory sick pay. Where statutory sick pay is payable, this will be deemed to be included during any periods of full sick pay.

Greenpeace runs a ‘contributory’ Pension Scheme held with Aviva for the benefit of its employees, with optional ‘Salary Sacrifice’. Greenpeace contributes 8.5% of your basic salary, provided employees contribute at least 3%.

Since 1st August 2014 the government requires employers to automatically enroll eligible workers into a workplace pension scheme after three months of employment. The option to opt out is possible.

Further details about the Pension Scheme, the option of ‘Salary Sacrifice’ plus the government auto-enrolment scheme, will be made available upon appointment to the role.
Notice
As a paid intern, you have a contractual obligation to carry out the agreed hours and duration of the internship. Should either party wish to terminate the internship, 1 week's notice must be given in writing.

Should the expected outcomes of the internship be reached before the end date or any other decisions are made that affect the continuation of the internship at any time, 1 week's notice will be given to the intern.

Greenpeace are entitled to terminate the internship at any point should any of the terms and conditions in the Internship Agreement be breached.

WHAT YOU CAN EXPECT

Induction
During your first week you will go through an induction process where you will have meetings with various members of staff here to gain an overview of how Greenpeace works and how the various departments work together. You will also attend the Greenpeace UK Induction Day, which is an all-day induction for our new staff, volunteers and interns. The day introduces the mission and goals and how Greenpeace UK makes this happen.

Support
Your assigned supervisor will be your first point of contact during your internship. During your induction week your supervisor will go through an objective setting process with you, so you can start contributing as quickly as possible and to ensure you maximise the skills and experience gained during your internship. Your supervisor will conduct regular 1-2-1’s and a Mid-Point Review with you to ensure everything is going well and you’re happy with your objectives.

You may be assigned a mentor who will be there to offer advice and support in achieving your objectives and to help deal with any other issues which may arise.

The Human Resources department are also actively involved in offering you support and guidance during your internship.

Learning & development
We hope Greenpeace internships will provide interns with:

- an insight into working in the environmental sector
- the chance to make a real contribution to Greenpeace
- hands on experience
- workplace skills
- the opportunity to develop both personally and professionally

Debriefing & evaluation
The last week of your internship will be set aside for debriefing and evaluation. We would appreciate you participating in an exit interview with either your line manager or a member of the HR team in order to gain valuable feedback, which we can use to adapt the internship programme if necessary.

Help with finding a job
Towards the end of your internship we can offer assistance with finding a job if required, giving advice on completing job applications and your CV, sharing relevant useful contacts, offer tips and advice for interviews. Also, following completion of your internship we are happy to provide you with a reference.

HOW TO APPLY
All applicants must:

- be 18 years or over
- be available for the duration of the internship
- be computer literate (comfortable with MS Office Word & Excel)
- have a good working knowledge of the English language
- be able to provide eligibility to work in the UK
- be committed to the core aims and values of Greenpeace

The guidance below is intended to assist you with your application and should be read before you compile your application documents.

Your CV of no more than 1 side should be up to date and include details of any paid or unpaid work you have undertaken, as well as education, qualifications and any relevant training.

Your covering letter is the most important part of your application and it’s vital you address the personal attributes listed within the person specification. The shortlisting panel will rely
on it to shortlist and therefore determine who to invite to interview. Please explain fully in your covering letter, how you meet the personal attributes required for this internship. Use examples to demonstrate your experience, knowledge, achievements and skills gained in past employment or voluntary/leisure activities relevant to each personal attribute.

For example, a statement showing how you meet the following criterion might look like this:

**Communicator** – You are a confident and efficient communicator in both your writing and your speech.

“I have developed my written communication skills through experience of writing for a variety of audiences. I volunteer for a local charity, where I am responsible for writing and editing the weekly staff newsletter. I also have my own blog about cycling in London and update this on a daily basis. I am a confident communicator and regularly contribute to team meetings in my voluntary role. I have also prepared and delivered presentations to my peers as part of my course, for which I received positive feedback.”

Please ensure your covering letter is no more than 600 words, outlining how you meet the person specification.