Supporter Development Digital 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 Supporter Development Internship. 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.

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 SUPPORTER DEVELOPMENT TEAM

We have two parts to our team. Shelley looks after donor retention - that's keeping 160,000 supporters updated and engaged. She welcomes our supporters with welcome emails and a phone call to understand what inspires them, a Connect magazine covering amazing environmental stories from across the globe, and other thank you communications along the way.

Russell manages our digital communications, such as Stay Connected, an online version of the Connect magazine. He project manages fundraising appeal emails and mobile text communications. Russell supports the team with results and general administrative duties.

Tom and Neilza are responsible for inspiring our current supporters to increase the amount they give monthly, or to give one off cash donations. Neilza delivers multi-channel appeals by mailings, emails, text and social, and is responsible for the Cash strategy. Tom develops growth strategies for the long term development of the programme, and manages the phone programme.

Debs is the Donor Development Deputy Fundraising Director and she heads up the Development and Retention and Supporter services team.

We are a relaxed, friendly team that are passionate about ensuring our wonderful supporters feel valued, excited and engaged with the planet saving campaigns Greenpeace runs. We work closely with teams across the organisation and love a good social - especially when it involves cake.
THE ROLE

2021 is a year of opportunities for the Development and Retention team - to grow digital income and tell Greenpeace’s story in a more inclusive and engaging way.

This year we are celebrating our 50th Anniversary moment, an amazing opportunity to thank, engage and inspire our supporters. We have a brand new ‘Pardot’ email system that provides us with new tools to maximise income.

Last year we put together our anti-racism commitments in an effort to dismantle systemic racism in our organisation, creating a community of allies and empowering people of colour. We are in a really strong position to deliver on these commitments given our breadth and depth of our supporter communication outputs in 2021.

This role will work with the Supporter Development team to take advantage of these new opportunities - by developing and testing digital tools to explore new ways of fundraising and retaining ongoing support. Using digital channels to enable us to tell Greenpeace’s story in a more engaging and inclusive way.

You will need to collaborate with and work closely with key staff across the organisation to get this done. Additionally you will work closely with other interns, collaborating and strengthening each other’s work. You will develop skills in team working, project management, stakeholder management, digital editing, including visual and audio and admin processes.

This is a one off opportunity to take ownership of and deliver an innovative project that puts Greenpeace at the forefront of digital fundraising.

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 training on photo/video and audio editing, Salesforce database and supporter services and relationship fundraising, email, social media and blogging and attend comms and engagement workshops.

WHAT WE ARE LOOKING FOR

This internship would suit an enthusiastic individual who is interested to learn more about digital marketing and supporter development and retention. It would be a great opportunity for anyone hoping to explore a career within this area of fundraising or digital engagement.

You'll be confident at working collaboratively with people from across the organisation, working together to develop new and exciting digital fundraising ideas. You'll be able to confidentially capture and use data to proactively put forward and implement new ideas.

You’re an innovator and enjoy using your creativity to come up with new and exciting ways of doing things. You like to share your ideas and aren't afraid to push them forward. You're great at learning from mistakes and can use them to your advantage.
You have excellent written and verbal communication skills and can demonstrate this. You’re comfortable with creating content for social media and other platforms.

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. Or once the intern is chosen, the project plan may be further developed and agreed to make the best use of their skills, knowledge and experience. Project work should take up 50% of your time.

**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.

**ROLE DESCRIPTION**

**Main Areas of Responsibility:**

**Project: Using digital to tell Greenpeace’s story in a more engaging and inclusive way (50%)**

Fundraising from digital channels is a big growth opportunity for our fundraising programme.

Our multi-channel appeals and retention communications are performing well on phone, mail and email, but richer, more reactive newsworthy digital content as well as using video and
audio offer many opportunities to create more engaging and diverse content. New digital tools will help our donor supporters understand our strategic plan to save our planet, and in turn inspire more of these supporters to donate and increase their loyalty to Greenpeace.

The project will include:

- **Testing new fundraising initiatives** - Making the most of our new Pardot email system by supporting our team to test and embed long lasting improvements to our fundraising tools like a one click donate tool, upgrading gifts on post-petition forms and using the new Journey builder to add new supporter offerings like merchandise

- **Maximise our 50th anniversary moment** - help produce and promote exciting content like new merchandise, giveaways for our most loyal supporters and help tell more inclusive and relatable global stories in our bumper 50th magazine and appeal.

- **Establishing a story bank to help meet our anti-racism commitments** - reaching out to other GP offices to find the best stories to help us meet our anti-racism commitments. This will include stories of us working with affected communities as well as stories showing people of colour standing together for change.

- **Delivering a horizon scan** - exploring how companies and charities are using digital fundraising tools and content as a springboard to brainstorm new ideas.

**Supporting the team and on the job learning (50%)**

- We know our supporters get most of their information from the news and our most successful content, like our BP Oil Courtcase email, is always the most relevant to events of the day. You'll work closely with colleagues to maximise opportunities to create relevant content and to better target existing financial supporters with digital content produced across Greenpeace.

- Explore, collect and fact-check campaign statistics for fundraising communications

- Monitor results, feeding them back to the team for discussion

- Book team meetings and updating the agenda

**Team working**

- Work openly and cooperatively with other departments and team members, shadowing campaign teams where necessary to collect stories and information.

- Take part in creative brainstorms to come up with new fundraising ideas
Other

- 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.

- **Enthusiastic** - you'll be passionate about digital innovation, and will have ideas on how we can use it to tell really engaging environmental stories

- **Proactive** - you'll be confident to put forward new ideas and ways of doing things, and be able to try out your ideas to see if they work. You’ll also have a keen eye for spotting opportunities to ask supporters to donate and/or to show them the impact they’ve had.

- **Learning** - you enjoy developing your knowledge of digital platforms, fundraising techniques and Greenpeace campaigns

- **Communicator** - you'll be good at working with the immediate team members and across the wider organisation to share info and come up with creative ideas

- **Organised** - you understand the importance of and are comfortable with managing your time effectively, using excel and responding to emails promptly

- **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 weeks’ 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 weeks’ 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.