



## THE INTERNATIONAL NETWORK OF STREET PAPERS (INSP) Marketing and Communications Internship: Job Description

[www.street-papers.org](http://www.street-papers.org)

**TITLE:** Marketing & Communications Intern

**REPORTS TO:** Lisa Maclean, Executive Director

**PURPOSE:** To aid the *International Network of Street Papers* (INSP) in developing and raising a greater profile in Scotland, the UK and internationally to help to further achieve its goals. ([www.street-papers.org](http://www.street-papers.org)).

### **SPECIFIC DUTIES:**

- *Evaluate the organisation's current marketing materials and present carefully researched options about how the charity could improve its marketing capabilities.*
- *Consider how the charity currently talks about itself and present various options about how the charity may improve this communication. This may include devising a new strapline or working with a designer to produce a new logo.*
- *Help to research possible new avenues for communicating the charity's message, news and information and consider possible new contacts within relevant sectors in Scotland and beyond.*
- *Liaise with INSP staff to produce regular communication and marketing materials, such as a quarterly Newsletter to funders and partners, Monthly Bulletins to members and regular press releases.*
- *Update the INSP website with useful news, materials and information.*
- *Monitor the success of INSP's marketing and communication plan, as needed.*

### **MINIMUM REQUIREMENTS:**

- Background in marketing and communication.
- Strong written communication skills.
- Attention to detail and ability to work well independently.
- Design experience desirable.
- An understanding of issues surrounding homelessness, international development or independent media desirable.

**SUGGESTED TIME COMMITMENT:** 8-12 hours per week for at least a 12-week period.

**TO APPLY:** Send your CV, a brief writing sample, and a cover letter telling us why you're interested in this opportunity to:

INSP c/o SCVO  
Marketing and Communications Internship Programme  
Floor 3, Centrum Building  
38 Queen Street  
Glasgow G1 3DX

Applications will also be accepted via email. Send them to: [info@street-papers.org](mailto:info@street-papers.org)

This is an unpaid internship. A small stipend may be provided.