



<https://www.helpauckland.org.nz>

Job description

Job title: Marketing Intern
Reports to: Fundraising Manager
Key relationships:
Salary/Grade: Unpaid

INTERN AT HELP AUCKLAND

HELP Auckland exists so that the adults, young people and children of Auckland can heal from the harm of sexual abuse. The HELP Auckland office is based in Mt Eden, Auckland. There are around 30 part and full-time staff members in the office and up to 2 interns or volunteers at any one time. All our interns work closely with a manager who has experience and vital skills to learn from.

We expect a high standard of commitment, professionalism, confidentiality, and a positive attitude from our interns. In return we organise a work-station, regular catch-ups with key staff and industry experts, and opportunities for professional development.

Your team will take your learning requirements and the skills you would like to attain for future employment into account at every step along the way.

OVERALL PURPOSE OF THE JOB

We are a free specialist service supporting women to heal from the harm of sexual abuse or assault. We operate a 24/7 helpline and have counselling for adult and child survivors. We advocate for a society where relationships are based on cooperation and respect.

We use email, websites, print, and social media to engage New Zealanders who care about ending sexual violence and want to act. We are looking for an intern who is interested in using social media and writing to empower advocates for healthy relationships and self-care. We embrace cultural diversity and oppose oppression.

The Marketing Intern will create and organise Facebook and Instagram content and monitor its effects engagement. The position also creates content for the website or advocacy opportunities. This role requires excellent organisation skills, with high levels of attention to detail. Your work will provide relevant experience for someone interested in a career in marketing, social media management and communications.

KEY DUTIES AND RESPONSIBILITIES

- Identify trendy social media topics or content and create posts for HELP Auckland's Instagram and Facebook page
- Create basic social media graphics or videos using Canva or free apps
- Moderate Facebook comments and relay feedback from supporters
- Monitor social media for trends and opportunities for engagement

- Assist with logistics, promotion and implementation for fundraising or communications events
- Support the publication of newsletters, campaign updates or similar materials
- Support the development of content for the main website or other advocacy pages

SPECIFIC WORK ENVIRONMENT

- 12 or more hours per week (Details to be agreed with your line manager)
- Join staff meetings or other opportunities for growth within the wider organisation

COMPETENCY PROFILE

Essential competencies:

- Skills in written and verbal communication, in particular a warm and inspiring manner of writing and talking
- Interest in digital marketing and learning the technology that supports HELP Auckland's work.
- Skills in Weebly platform preferred
- Excellent organisation, attention to detail, and multi-tasking abilities
- A passion for women's empowerment and care
- Comfortable having your work edited and accepting feedback
- Skills in video editing or graphic design preferred but not necessary