



embercombe
change your world



**Role Description & Person Specification
Social Media and PR Intern (Fixed-Term)**

2017



Social Media and PR Intern (fixed-term, 3 months)

Main Purpose of the Job

To bring energy, creativity and action to drive forward Embercombe's content marketing and PR strategies, helping us to increase awareness of Embercombe and what we do nationally and globally, enabling us to have a bigger impact in the world.

Role Overview

This is a new role and is offered for a fixed, 3-month term initially. There may be scope for further opportunities that arise out of this role.

The postholder will play a big role in re-launching Embercombe's social media and PR functions, in collaboration with the rest of the marketing team. We know that there are many opportunities that we are missing out on at the moment. The intern will take responsibility for maximising our impact and engagement via social media and PR, while helping us to build a picture of our existing and potential customers. They will be a source of inspiration and expertise that will help us to generate as much targeted and effective publicity and action as possible to reach new markets, raise awareness of Embercombe and support us to fill our leadership programmes.

Duties are likely to include, but are not limited to:

- **Social media and content marketing** – responding to, and engaging with, the online community; updating, researching, scheduling and implementing weekly and quarterly plans for action; and providing social media analytics reports and recommendations for action
- **PR daily function** – scanning for news items and campaigns we can align with and use in marketing
- **PR function** – planning annual campaigns and creating and updating a PR calendar; researching and identifying PR opportunities and journalists to engage with; writing press releases; liaising with Mac Macartney's team around speaking opportunities; and linking up potential speakers and Embercombe
- **Content and Newsletter creation**
- **Marketing research of existing and potential customers and markets** – including collating information on places to exhibit Embercombe literature; searching online for listings to be on; writing and updating our listings; and customer research
- **Marketing and business development meetings**
- **Other administrative duties**

Who we are looking for:

- You have experience in promoting a business or enterprise on several social media networks
- You have a strong understanding of the principles of social media marketing and PR
- You are ambitious and hungry to learn
- You have strong IT skills and experience, with particular reference to Microsoft Office, email and social media/internet
- You are passionate about helping to contribute to create a better world
- You will have a warm and approachable demeanour with a high level of self-awareness
- You are a creative thinker who can rise to the unexpected without drama but with constructive leadership and clarity.
- You have a keen eye for innovation and improvement

- You will be someone who can communicate well and clearly, with good boundaries, who possesses both strong listening skills and a high level of empathy
- You work well in a team
- Desirable: you have design skills and experience in photography, video and image editing,

Terms and Conditions

- 37.5 hours per week
- 25 days annual leave pro rata plus bank holidays
- This is a fixed-term role that ideally runs from as soon as possible for 3 months. There may be additional opportunities that arise out of this role.
- Location: this is a non-residential role, and we are open to exploring whether it is suitable for remote working (with occasional visits to Embercombe and regular Skype and phone conversations). Alternatively, you may live locally and be able to travel in to the site each day.
- The role is unpaid but offers unique and significant experience to help you in your next career move

Key benefits

- Gaining valuable PR and social media experience for your CV at a dynamic social enterprise
- Contributing to Embercombe's mission to inspire courageous action for a just, peaceful and sustainable world
- Being challenged to be the leader you wish to see in the world, and support from your manager to reflect on how you can do that authentically and in alignment with others
- We would offer you a place* on one of our flagship leadership courses – either [Catalyst](#) or [The Journey](#) – that will help you discover your gifts, passion and purpose, and support you in setting a direction for the next stage in your life.

Additional key benefits to enjoy when you are on-site

- Experiencing some of the benefits of being part of a community and how that could be of wider benefit to the world
- Exploring your worldview by working alongside and discussing with a diverse range of people
- An opportunity to network, share ideas and spark further thinking around action in the world with social pioneers and fellow change-makers including Embercombe founder [Mac Macartney](#)
- Working on a beautiful 50-acre site with woodland, forest gardens and a lake, on the edge of Dartmoor National Park
- Delicious free organic lunch made with locally grown, seasonal produce
- Opportunities to attend events such as film nights and performance nights
- Opportunity to attend our Emberchoir, at 5-6pm on Wednesdays, led by choir director [Helen Yeomans](#)

How to apply

Please apply with a CV and a covering letter, setting out how you meet the criteria under 'who we are looking for'. With reference to the role description and Embercombe's purpose, values and activity, your covering letter should also set out what you could bring to the role and to Embercombe as an organisation. Please mention how you found the vacancy.

Send your CV and covering letter to Alex Moseley, Marketing Manager, at alexmoseley@embercombe.org.

Closing date:

We will interview and recruit on a rolling basis until we have filled the position. We would like the successful applicant to start in May 2017 if possible.

*Timing to be decided by Embercombe and subject to availability. This is likely to be after the internship.



About Embercombe

We believe that the world of our longing will come about as we choose to demonstrate authentic, courageous and active leadership.

Embercombe's purpose is to be a powerful and innovative catalyst for the emergence of leaders and change agents who will take courageous action for a just, peaceful, and sustainable world.

What do we mean by leadership?

We choose leadership when we know who we really are and what our purpose is. We believe true leadership is available to all and is a choice and responsibility that is renewed moment to moment as we face the challenges in our own lives.

- If we know what we deeply love, this choice is liberating.
- If we know what our gifts are, this choice can take form.
- If we know what our responsibilities are, this choice becomes a necessity.

How does Embercombe do that?

We offer a range of programmes using elements of nature-based and indigenous wisdom, blended with transformational, psychological and coaching models.

These programmes include:

- Residential programmes in authentic leadership for adults of all ages
- Residential programmes for young people at school, university and those who educate them
- Volunteer and assistantship programmes
- Bespoke facilitated programmes for teams and groups

We also offer group facilitation off-site and venue hire.

Our two guiding principles at Embercombe are the Twin Trail and The Children's Fire.

Twin Trail

We invite everyone in the Embercombe community to follow the 'twin trail' of inner healing and spiritual deepening and of outer action to change the world. By uncovering our true gifts, responsibilities and passions we are able to bring ourselves fully to the world, leading ourselves and others on a path of positive action.

Children's Fire

The Children's Fire is part of the Earth teachings of the elders of ancient America. Over time the elders came to understand that all human-created institutions needed to reflect the balance and wisdom observed in nature. The Children's Fire was a reminder of the first promise: No law, no action of any kind, shall be taken that will harm the children seven generations hence.

Honouring and remembering the Children's Fire is an essential part of our decision-making process. Everyone involved at Embercombe has a responsibility to contribute to conversations and decision-making, supporting Embercombe to develop and bring the world of our longing that bit closer.

The next stage of Embercombe's evolution

As a progressive learning organisation, Embercombe is constantly evolving. The current stage of that evolution is the transition from our early innovative pioneering days to the emergence of a professional, effective, and financially sustainable social enterprise.

Since our founding Embercombe has enjoyed consistent growth in terms of reputation and impact. We recognise that there remains considerable work to do if our exciting enterprise is to achieve its potential and realise its ambitious mission. We now have to successfully transform ourselves by moving from organisational adolescence to adulthood.

Our diverse and dedicated team have played a key part in our success so far, and will play a big role in our future success. It is an exciting time to come to work at Embercombe.