

The Institute of Cancer Research

JOB DESCRIPTION

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|----------------------------|----------------------------------|
| JOB TITLE: | Digital Communications Intern |
| SECTION & TEAM: | Communications |
| GRADE: | Vacation staff / Work placement |
| RESPONSIBLE TO: | Digital Strategy Manager |
| HOURS: | Full-time |
| DURATION: | Six month |
| BASED: | Chelsea with some work in Sutton |

SUMMARY OR OBJECTIVE OF THE POST

The Digital Communications Intern works under the Digital Strategy Manager (and with the Web Editor) to use a Content Management System (CMS) to help produce, edit, and manage content on the ICR's external website.

The primary duties will be to assist with keeping web page content up to date, but the role may also involve helping improve some of the organisation and classification of material in the website CMS. The post holder will also be expected to assist with work on other relevant projects, e.g. social media and digital asset management, as required.

SPECIFIC DUTIES & RESPONSIBILITIES

- Update web content – including text, photos, infographics and video – using the ICR's website content management system (Sitefinity)
- Ensure web content is correctly tagged and categorised within the CMS to assist in dynamic display across areas of the website
- Liaise with scientists and other stakeholders to obtain material for the website
- Produce 'evergreen' content for our social media channels
- Work to improve the visual presentation of content on the website
- Adapt and repurpose existing printed material for web content
- Assist with keeping website documentation up to date
- Any other duties that may be required which are consistent with the nature and grade of the post

This job description is a reflection of the present position and is subject to review and alteration in detail and emphasis in the light of future changes or development.

**The Institute of Cancer Research
PERSON SPECIFICATION**

| Criteria | Essential or Desirable? (*) |
|--|-----------------------------|
| Education & Knowledge | |
| Science degree | E |
| Knowledge of cancer sciences | D |
| Experience | |
| Web publishing experience, using a content management system | E |
| Experience in editing online written content | HD |
| Experience with software packages such as Photoshop, Premier Pro and InDesign | D |
| Experience of managing social media accounts (e.g. Facebook, Twitter, Instagram) | D |
| Experience or involvement in scientific research | D |
| Skills | |
| Ability to communicate effectively orally and in writing | E |
| Ability to liaise with people in a professional manner | E |
| High standard of written English | E |
| Ability to read and understand HTML code | HD |
| Experience of working with Google tools such as Drive, Docs, Sheets etc. | D |
| General | |
| Ability to work in a team | E |
| Ability to manage and prioritise tasks | E |
| Ability to follow instruction | E |
| Eye for detail | E |

(*) Essential or desirable:

E: Essential

HD: Highly Desirable

D: Desirable