

## INTERN PROGRAMME – OCT 2024

### JOB SPEC

Are you interested in protecting the planet and improving the lives of everyone on it, all while getting a start in purpose-led communications? Well, good news, Forster is on the search for a new intern to join our passionate, curious and pioneering team. Read through the job spec below in more detail and if it sounds up your street, complete the application form on the website.

There are three core skills that you'll need to work at Forster: **Good writing and communication skills** are vital in your role. We believe having a variety of perspectives and ideas is the best way to create something meaningful. With that in mind, we'd love candidates to be able to speak their mind and be **happy sharing their ideas**, whether through discussion, email or elsewhere, as well as enjoying collaborating to come up with new ideas.

We'd love candidates to have a **passion for the issues we care about** here at Forster: sustainability and helping to protect or improve the planet and the lives of its people. This means being aware of what's happening in the news and wanting to keep up to date with the latest developments. A passion for, and an **understanding of the media** is going to be a core part of your work with us – be that newspapers, magazines, podcasts or social media.

We have three values at Forster that all of our employees should embody:

- **Curious Minds** – We are intensely curious about what's going on in the world and believe active antennae, constructive questions and an open-mind are key to identifying social change communications solutions. We also recognise that diversity in thinking is critical to innovation and the acceleration of ideas.
- **Collaborative Attitudes** – We are instinctively collaborative in the way we work, pulling together around shared goals, tackling challenges with a positive and generous attitude, and not shying away from complex issues or taboo topics.
- **Pioneering Actions** – We are committed to pioneering and brave methods that will help us to create powerful communications, deliver real impact and reach our social change ambitions. We seek to learn from others, pilot new approaches and share insights with our clients and through our community.

As your time progresses and you learn all the basics of working in an office. Areas of learning and participation will include:

- Communications to protect and improve lives
  - One to one briefings with at least 3 senior colleagues from Forster about what we do
  - Attending client meetings and wider opportunities eg B Corp events
- Account administration
  - Setting up meetings, drafting agendas, taking notes during a meeting and turning them into action points / learnings
  - Understanding how files are organised
- Media and digital outreach
  - Learning about UK and international media and how social and environmental issues are covered

- How to identify relevant opportunities and build media lists (including learning how to use our database tool), how to develop story angles and talking to media to sell in stories
- Copywriting
  - Drafting emails, social media posts, media pitches and writing at least one blog for the Forster website
- Research
  - Supporting client and new business opportunities with online research
  - Identifying relevant events for Forster and clients
- Reporting
  - Tracking client coverage, keeping coverage logs and compiling media coverage reports
  - Inputting into Work in Progress reports