



## **JOB TITLE**

### **JOB SPECIFICATION**

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| <b>Job Title:</b>      | Membership Marketing Intern                        |
| <b>Responsible to:</b> | Head of Membership & Engagement                    |
| <b>Salary:</b>         | £10.85 per hour                                    |
| <b>Hours:</b>          | 19 hours per week                                  |
| <b>Tenure:</b>         | Fixed term, 3 months                               |
| <b>Location:</b>       | Flexible, London, Edinburgh, Cardiff or Home-based |

### **Purpose of job**

This is an exciting opportunity to develop your copywriting skills, whilst working for Liberal Democrat HQ during a very busy period. The membership marketing internship will run from the start of August, until the end of October, which will involve working alongside the team through Autumn Conference.

You'll get a chance to work in all of the areas the team works in and try your hand at email marketing, marketing automation, HTML, CSS and CRM management. You'll also have opportunities to develop your writing skills in a political party environment and complete the three-month period with a better understanding of email and lifecycle marketing.

Please note, experience in working with HTML and CSS is not a requirement for this role.

### **Key Responsibilities**

1. Write email and marketing copy to support the work of the membership team in delivering a high-quality membership experience and hitting ambitious targets.
2. Assist in running online engagement events for members and supporters of the Liberal Democrats.

3. Assist with other tasks as directed by the line manager.

## **PERSON SPECIFICATION**

### **Essential Skills and Experience**

- A skilled copywriter with a high standard of written English
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- A self-starter with an ability to take on new tasks and use their initiative
- An interest in political party membership or marketing
- Sympathy with the aims and values of the Liberal Democrats

## **APPLICATION PROCEDURE**

For questions and further details, and to submit an application, please contact: [recruitment@libdems.org.uk](mailto:recruitment@libdems.org.uk) attaching: -

- 1) A copy of your CV as a pdf. Please include a contact email and phone number, and contact details for two referees.
- 2) A Covering Letter as a pdf; no more than 1 page of A4 in length, indicating clearly how your experience and skills meet the criteria stated in the job and person specification.
- 3) An example of your writing, of no more than 1 page of A4 in length, ideally in a non-academic context as a pdf

**The closing date for applications is Friday 2nd July.**

**We expect to interview candidates by Zoom in the week commencing the 19<sup>th</sup> July.**

**A successful candidate would ideally begin their internship in early August.**

**Please note:** We will not be able to employ you if you are not eligible to work in the UK. We will not be able to obtain a work permit on your behalf.

Applicants are encouraged to inform us if any reasonable adjustments are needed to be made during any part of the recruitment process.

We will notify all applicants when the process is complete.

**The Liberal Democrats are equal opportunity employers and particularly welcome applications from groups who are currently under-represented in our staff.**

**proud to support**

**time to change**

**let's end mental health discrimination**

***The Liberal Democrats are committed to supporting the mental health and wellbeing of all of our staff. That's why we've taken the Time to Change Employer Pledge. We encourage applications from persons with experience of mental health and are committed to supporting our employees to fulfil their potential and perform at their best in work."***