

Job Description	
Job Title:	Summer Intern
Location/Based:	Musselburgh Office
Reports To:	Calum Henderson, Digital Projects Manager
Staff Responsibility:	None
General Overview of the position:	Providing assistance to the Communications Team, and wider SLE Team. The role will involve producing content, using a variety of routes to our audience including social media, our website, our podcast, and our quarterly publication, LandBusiness Magazine
Main duties and responsibilities:	Work relating to our Helping it Happen Awards: • Writing case studies for the Helping it Happen Awards, our national awards scheme, and submitting these through our web-forms. • Organising organic case studies as they are received by storing them into easily navigated folders based on category and entrant. • Adding case studies to the SLE website – adapting existing copy into web-ready content, suitable for a variety of audiences. • Assisting with the creation and distribution of Judging packs, once the deadline for entries has passed. Work relating to the production of case studies: • Using information provided, write up case studies which could be shared on SLE's website and social media showcasing good practice for land management and rural businesses and highlighting the work of some of the members. Adding content to the SLE website • Posting pre-approved press releases, blogs, information sheets, events and more to the Scottish Land & Estates website as required.
Other Duties	Organising SLE photo library • We have a large library of images which are used for our external emails to members, for illustrating press releases or blogs on our website, and including within LandBusiness Magazine. Our intern will spend some time categorising these images into relevant folders to make them easier to find. Morning news summary • Reviewing the morning news summary, which would then be forward on to relevant colleagues and stakeholders. This would involve, removing duplicate links and stories, as well as removing any articles with broken links or which aren't relevant. Social media • Using Canva, creating relevant and stylish images to help illustrate the messages we are trying to get across. • Stakeholder mapping – seeking out member social media accounts and making sure that we are following them.

	Assisting in the production of an episode of ScotLand Matters • Being present for and participating in the planning, recording, editing and distribution of an episode of our podcast. Assisting in with publication of LandBusiness Magazine • Helping as required with tasks around the publication of our quarterly magazine, including proof reading, and being present for planning meetings. Assisting with webinars • Being present to learn how to set up, prepare for and assist with hosting a webinar, one of our digital offerings to our membership. Being present at SLE's stand at the Royal Highland Show • An opportunity to learn and see first-hand how a rural organisation engages with members, the public and politicians at one of the most important annual rural events in the Scottish calendar. • A chance to develop networking skills and increase your professional network. Assisting with preparations for SLE's show season • Helping our events coordinator to pull together everything needed for our attendance at various shows across the country, including banners, leaflets, etc. Wildlife Estates Scotland • Providing assistance, whether admin (inputting/updating data around member accreditation progression), or social media related. General assistance • Helping with tasks as requested

Person Specification		
Job Title	Summer Intern (Communications Department)	
Date Created	March 2023	
	Essential	Desirable
Education/Qualifications:	Studying towards or having achieved a degree qualification in a relevant discipline, e.g. communications, politics, etc	
Experience:	No previous work experience required	Demonstrable experience of producing communications-related and digital content, either for a business/charity or for your own personal projects would be a big plus but is not required.
Skills/Knowledge:	Proactive, inquisitive, and enthusiastic. Critical thinking and problem solving, as well as adaptability. Communications skills & knowledge gained during studies.	A willingness to learn new skills. A solid grasp of Microsoft Office applications, particularly Outlook, Word, Excel and PowerPoint.
Aptitudes/Attributes	Creativity. Motivated, proactive, and enthusiastic. Tact and diplomacy for handling external enquiries on social media. An ability to reprioritise tasks. Willingness to be contactable occasionally to provide support for out-of-hours issues, on the rare instances such a need arises.	
Other Job Requirements:	Ability to get to and work from the SLE office in Musselburgh.	