



Fundraising & Communications Internship

Recruitment Pack



CBM UK

www.cbmun.org.uk

Charity Registration No 1058162 (England & Wales) SCO41101 (Scotland)

Who we are

Too many people face poverty and isolation, denied the chance to go to school or earn a living, just because they have a disability.

CBM works in the world's poorest places to prevent blindness, improve health and transform the lives of people with disabilities. Driven by Christian values, we work with disabled people to break down barriers by delivering practical support, improving policy and practice and inspiring the people of the UK to act.

With 48 UK staff, we're currently raising £9m each year and as part of a Global Federation, we're working in 48 countries.

This is a truly exciting time to join us at the start of our ambitious new 'Breaking Barriers' strategy, as we fight to end the cycle of poverty and disability.

Our Vision & Values

Our vision is an inclusive world in which all people with disabilities enjoy their human rights and achieve their full potential.

We challenge injustice

We strive to build a just and equitable world in which all people are included, loved, valued and respected. We serve those in greatest need, regardless of race, gender, age or religious belief.

We make every action count

We focus our efforts on bringing about tangible change in the lives of those whom others leave behind.

We embrace partnership

We can achieve more when we work with others. We value everyone's unique contribution.

We live with integrity

We live responsibly and with honesty.

About the role

Place of work:	Hybrid: in office at Munro House, Mercers Row, Cambridge, CB5 8HY, with up to 50% working from home optional.
Starting salary:	£18,525 per annum pro rata (based on 37.5 hours a week)
Contract type:	12-month fixed-term contract, but shorter contracts of at least 9 months can be discussed. Full-time, or part-time of at least 22.5 hours a week.
Reports to:	Senior Digital Marketing Officer

Purpose

This internship is a tremendous opportunity for someone with excellent written communication skills and a passion for social justice to develop their understanding of charity fundraising and communications. The intern will play a key part in developing and delivering fundraising growth to ensure people with or at risk of disabilities can achieve their full potential.

The role is ideal for someone seeking to learn in an international development charity, develop their skills across multiple fundraising and communications specialisms and take on immediate responsibility.

This role will allow you to

- Gain a deeper understanding and practical experience of fundraising and communications alongside a more general understanding of working within the UK charity sector and international development.
- Grow your skills across many areas of charity work, including delivering fundraising campaigns, writing content that inspires, interacting with supporters including high-profile partners and conducting research.
- Develop relationships with a network of talented charity professionals.
- Be creative, improve your content creation and research skills and understand how to apply them to achieve results.

Responsibilities and areas of work

During your placement you will sit within the Fundraising & Communications team, a multi-talented department of 21 made up of Communications, Supporter Growth, Data and Philanthropy and Partnerships teams. You will have the opportunity to support key projects at a strategic level as well as at the campaign delivery level. The role can also be flexed to incorporate your key interests; you will gain first-hand insights into all areas of the team and hone in further on areas which support our priorities and excite you.

Specific tasks will be agreed once the successful candidate is appointed, but may include:

1. Communications

- Helping to keep the CBM UK website up to date with stories, blog posts and news of our latest work.
- Supporting the Communications team to strengthen CBM UK's presence on social media; e.g. creating social media posts that will engage followers with our work of transforming lives in the world's poorest places.
- Raising awareness and generating media coverage of CBM UK by helping to prepare press releases.

2. Fundraising and marketing

- Supporting high-value (major donor) fundraising by helping to arrange supporter events (virtual and in-person), supplying supporting materials e.g. project highlights, and putting together proposals and thanking communications.
- Conducting market research, looking at charity sector trends, competitor campaigns and potential trusts.
- Supporting the team working on a broad variety of digital and direct marketing fundraising campaigns, including direct mail, regular giving, phone, email and church fundraising.

3. Other duties

Other activities that may be reasonably requested include, but are not limited to:

- Updating our CRM (customer relationship management) system, taking and making phone calls, processing supporter donations, recording meeting highlights and actions, helping to organise department-wide activities and general administration to support the work of the organisation.

Person specification

All of the following requirements are essential, unless marked with a * when they are desirable, and will be assessed from a combination of information provided in your application and at the interview.

Skills/Competencies/Personal Qualities

- Excellent written and verbal communication skills.
- Experience writing for a range of audiences, especially online.*
- Dedicated, willing to learn and committed to high professional standards.
- Strong organisational skills. Effective time management with the ability to prioritise multiple tasks to ensure deadlines are met.
- Robust, 'can-do' attitude that thrives on challenges.
- A readiness to support colleagues and work as a team.
- Adept in use of MS Office, incl. good working knowledge of Word and Excel.*
- Good level of digital literacy and quick to learn to use new software or tools.
- Commitment and passion for CBM UK's mission.
- Sympathy with CBM's values and comfortable working in a Christian environment.

Useful Information

Working with a supportive, flexible employer

CBM UK is currently located in Cambridge in a wonderful modern office, which is fully accessible and will be your contract base. The wellbeing of our team is central to how we work, with a Wellbeing Working Group actively supporting mental health and wellbeing in the office. We also offer a free Lifestyle Counselling Helpline & access to mental health support (Employee Assistance Program) services via YuLife.

CBM places an emphasis on professional development and training for its employees to enable them to fulfil their roles.

We're an organisation based on Christian values welcoming staff of all faiths and none. It's the basis of why we do what we do, striving to build a just and equitable world in which all people are included, loved, valued and respected. We do not proselytise and we work with overseas partners of all faiths and none according to the greatest need.

Diversity and Safeguarding

Everyone has the right to be treated with consideration and respect. CBM UK is committed to achieving a truly inclusive environment for all, by developing better working relationships that release the full potential, creativity and productivity of each individual.

CBM UK aims to ensure that all staff, volunteers, supporters, partners, contractors, and the general public are treated fairly. This will be regardless of sex, sexual orientation, gender re-assignment, marital or civil partnership status, race (including colour, nationality, ethnicity, or national origin), disability, medical status, age, religion or belief, political opinion, social or economic status, or ex-offender status.

All roles within CBM UK are required to actively respect, support and promote the safeguarding of all children and adults who come in contact with our organisation, including our beneficiaries, partners, staff and volunteers, ensuring policies and procedures are followed and observed at all times.

CBM UK is an equal opportunities, disability-confident employer and committed to achieving the highest standards of diversity, fairness and equality. Should you have a disability and require any additional support, such as adaptations for your interview, please contact us at recruitment@cbmuk.org.uk. Please contact us if you need this Recruitment Pack in an alternative format.

Employment Checks

Please confirm in your covering letter that you have the right to work in the UK. Please note we are unable to offer a work contract or sponsorship if this is not in place. If you currently hold a work permit or visa, please give details including its type and expiry date.

After interview, all offers of employment are made subject to: proof of eligibility to work in the UK, proof of residency and satisfactory employment screening, and three references satisfactory to CBM UK and a DBS Check.

Shortlisting and Interviews

All applications are subject to our shortlisting process; if you are shortlisted we will contact you and invite you to attend an interview, and you should indicate any dates you would be unable to attend due to prior immovable commitments. You will also be advised at this point if there will be any skills tasks to complete as part of the recruitment process.

How to apply

We're hoping that the candidate can start within the next few months. If this internship interests you, please apply now by emailing your CV and a covering letter to recruitment@cbmuk.org.uk. The cover letter should detail how you meet the specification criteria and why you think you are the right person for the role, as well as the information requested under Employment Checks (above).

Closing date for applications 9:00am Monday 15th August. Interviews are planned for the dates of Friday 19th August and Monday 22nd to Thursday 25th August.

Any questions? We're happy to have an informal chat about the role; email recruitment@cbmuk.org.uk or call us on 01223 484700, Monday – Friday, 9am – 5pm.

We look forward to receiving your application.