



BirdWatch Ireland Public Relations and Events Intern

Internship Specification

Purpose of Role To assist the Public Relations, Branches & Development Officer

Term Six months

List of main tasks/responsibilities

- Assistance with editorial duties for *Wings*, *Bird Detectives*, eWings, the BirdWatch Ireland *Annual Report* and other key publications.
- Planning for, and recruitment and management of volunteers for, BirdWatch Ireland's public events, most importantly for **Bloom (31st May to 4th June 2018)**.
- Writing articles, blog posts and press releases, and liaising with BirdWatch Ireland staff and volunteers in relation to same.
- Social media responsibilities, especially writing posts and responding to queries on the BirdWatch Ireland Facebook page and main Twitter account, as well as helping to manage our YouTube channel and Flickr page.
- Maintenance of the BirdWatch Ireland website (which uses a straightforward content management system: training will be provided).
- Proof-reading of text prior to publication, as well as input into layout and design.
- Cataloguing and selection of photographs for use in our publications and social media, as well as for dissemination to our media contacts as required.
- Assistance with BirdWatch Ireland's education projects.
- Answering phones and fielding questions both from BirdWatch Ireland members and members of the public, as well as from representatives of BirdWatch Ireland's branches.
- Occasional public talks, where possible.
- Interviews on local radio stations, following suitable training and guidance

Key skills sought

- Social media experience.
- Proven writing skills, especially in relation to grammar and syntax.
- Good knowledge of birds and other Irish wildlife would be an advantage.

- Knowledge of website content management systems would be helpful, but is not essential.
- Possession of a full driving licence would be very helpful.

Benefits to successful applicant

During the course of this internship, the successful applicant will gain an excellent overview of all areas of BirdWatch Ireland and its work, and especially of its public relations work, and will work with staff across all sectors of the organisation. They will play an important role in all of BirdWatch Ireland's key publications and will gain valuable experience in its television, radio and press media work. They will have the opportunity to meet and work with influential national broadcasters and journalists and will learn a great deal about writing for and production of high-quality print and online publications.

In addition, they will gain valuable experience in the management of public events and in the recruitment of members, and will also gain a wide range of experience in conveying conservation messages to the general public, both through BirdWatch Ireland's communications work and through face-to-face contact at public events.

To apply for this internship, please send a copy of your CV plus a cover letter outlining why you would like to be considered for this position to:

Michelle Kavanagh at mkavanagh@birdwatchireland.ie

or by post to:

BirdWatch Ireland
Unit 20 Block D
Bullford Business Campus
Kilcoole
Greystones
Co. Wicklow
A63 RW83

The deadline for applications is 5:00pm on Friday 6th April 2018.