



**Friends of  
the Earth**

### **Friends of the Earth**

Friends of the Earth campaigns globally for environmental justice and sustainability. We believe in sustainable development - meeting the needs of the current generation without compromising the ability of future generations to meet their needs. Specifically in Ireland we campaign for robust climate change legislation, only a law can make sure Ireland does its fair share to prevent climate chaos.

**Post: SUPPORTER RELATIONS AND NEW MEDIA INTERN**

**Location: Upper Mount Street, Dublin 2**

**Responsible to: Supporter Relations Manager**

### **The Opportunity:**

Play a key role in communicating Friends of the Earth's campaigns to our Supporters, raising Friends of the Earth's profile and increasing awareness, understanding and support for our work and developing and increasing our donor base through our fundraising strategy.

**Area of work: Supporter Communications across all channels including New Media, Donor Care and Administration, Fundraising and interaction across all functions within the organisation.**

**Core objectives of the position:**

**Donor strategy** – Implement Friends of the Earth’s donor communications strategy, in consultation with the Supporter Relations Manager and Director.

Activities will include

- Administrating a consistent level of excellent Donor Care of existing financial supporters
- Providing administration for donor appeals
- Planning and implementing supporter outreach events
- Developing and maintaining volunteer base in consultation
- Developing, implementing and promoting community fundraising initiatives

**New Media and Communications** – Responsible for content management across all functions of the organisation raising Friends of the Earth campaigns profile and building our donor base through consistent messaging.

Activity will include:

- Developing and updating the Friends of the Earth website to support our work;
- Updating our social media presence across all channels and promoting our activities to target audiences
- Ensuring that Friends of the Earth is responsive to the rapidly changing new media environment and Best Practise

**Providing Ad Hoc support** to all other areas of the organisation from time to time.

**Essential Requirements:**

- Commitment to the values, vision and mission of Friends of the Earth
- Ability to work two and a half days a week in the Dublin office.
- To participate in regular supervision with your line manager.
- To actively participate in team and staff meetings
- Have a flexible approach to the work in response to organisational change, development and review of best practice.
- To undertake your work in a manner that is friendly, flexible and informal.
- Skilled and experienced in new media with a working knowledge of Google Analytics
- Ability to work under pressure, manage competing priorities and maintain a professional approach.
- Fluent English
- Excellent written and verbal and communication skills.

- Interest in Environmental Advocacy and Climate Justice movement
- Ability to work on own initiative and consult where appropriate.
- Highly creative with a well developed imagination.
- Third level degree or equivalent professional qualification.

**Desirable:**

- Previous fundraising experience
- Web/Graphic design knowledge

**The Commitment**

This is an unpaid 6 month internship. However, there will be a small allowance to cover transport and lunch. The intern will be based in our office in Dublin for two and a half days a week. The Friends of the Earth office provides a highly motivating working environment in an International NGO. Friends of the Earth will provide office space, support meetings, training where possible and references. Occasional weekend and evening work hours may be required as part of this position.

**The Application Process**

Please send a cover letter explaining how your skills and experiences meet the needs of the position and your resume/CV to [info@foe.ie](mailto:info@foe.ie) **BEFORE Friday 26<sup>th</sup> November 2010, 5pm.** Interviews will be held week beginning 29<sup>th</sup> November 2010. The successful applicant will start as soon as possible as agreed with their line manager. Given the high volume of applications last year, we regret we can only undertake to reply to short-listed candidates.