

MERU

Life-changing designs for youngsters with disabilities

Opportunity for PR Internship at award-winning* disabled children's charity in Epsom, Surrey

Are you looking to break into PR but are hampered by lack of experience? Why not join this friendly, fast-growing charity as a PR intern? You will be given genuine, worthwhile experience, help us raise our profile and contribute to interesting projects. In return you will build up an valuable portfolio of skills and experience which will stand you in good stead for the future.

MERU is a charity that exists to improve life for children and young people with disabilities. We do this by designing and custom-making specialist equipment for use at home, at school or college, in hospital or at play. We are here to help when no ready-made solution exists to meet a child or young person's needs.

We are based in Epsom, Surrey, from where we provide services to clients in London and the South East. We also offer an Information and Advice Service for parents and medical professionals nationwide.

The charity has a long and successful track record of providing meaningful work experience. In 2009 MERU won the Best Work Placement Provider Award from the National Council for Work Experience.

The successful intern MUST:

- Be actively enrolled in, or a graduate of, a recognised public relations, marketing, advertising or related study programme.
- Demonstrate the ability to undertake basic public relations writing assignments.
- Possess an understanding of basic media relations skills.
- Be IT literate – the minimum requirement is the ability to use Microsoft Word. It would also be advantageous to have knowledge of Excel, Access, Adobe Creative Suite (i.e. InDesign, Photoshop, Illustrator etc), and website programmes.
- Be creative and outgoing.
- Be able to work independently and as part of a team.
- Have excellent organisation and time management skills.
- Be comfortable working with and communicating with diverse groups of people.
- Be proactive and keen to bring new ideas to MERU.

Summary of responsibilities:

To work with MERU's part-time Marketing and Communications Manager to:

- Develop and produce messages that communicate the value of MERU's work.
- Evaluate message effectiveness and contribute to marketing strategy.
- Draft public relations materials including press releases, media alerts, case studies, fact sheets, newsletters, email bulletins, presentations and other marketing materials as directed.
- Assist with the distribution of materials.
- Act as a contact point between MERU and the media, relaying information to journalists as required, under guidance.
- Update media lists and other databases.
- Undertake research.
- Attend and participate in meetings, presentations and brainstorming sessions.
- Assist with keeping the MERU website up to date.
- Represent MERU at events, including giving talks (after training).
- Maintain press cuttings, audio and video records.
- Provide administrative support.
- Contribute to monthly written reports for the Chief Executive.

The successful PR Intern will be expected to work at least two days a week at MERU in Epsom (to be agreed) but can also work from home if required. There is no salary attached but we will pay relevant expenses as agreed (e.g. travel) plus an allowance for lunch on the days worked at MERU.

There will also be an opportunity to attend training courses relevant to public relations and communications work in the charitable sector.

If you are interested please email sue@meru.org.uk with your CV and put INTERN in the subject line. Alternatively send your CV with a brief covering letter to Sue Burch, MERU, Unit 2, Eclipse Estate, 30 West Hill, Epsom, Surrey KT19 8JD.

The closing date is 1st May 2010. If you haven't heard from us by 14th May 2010 then unfortunately you have not been successfully shortlisted.