



Internship Programme 2024

Placement information:

Directorate: Chief Executive Office
Team: Communications
Duration: 12 weeks

Description of directorate:

The Communications Team sits in the Chief Executive Team which is at the corporate centre of West Suffolk Council and includes the Chief Executive, Assistant Directors, Policy and Communications. It provides support for all services across West Suffolk Council and strategic leadership to the authority.

What does the team do?

The council's communication team helps people understand the council's strategic narrative. It is responsible for helping to bring the vision and priorities of the council alive and driving them forward. By supporting services and councillors the team helps communicate and market to a range of audiences from residents, businesses, partners to MPs what the council is doing and why. It also encourages people to engage in open democracy as well as with the council from campaign work to consultations. The team uses a range of ways and engaging content to reach audiences from social media such as TikTok, talking to the media, online and digital materials as well as traditional methods such as posters and leaflets. The council has a statutory role to help keep the public and partners informed and engaged with, particularly in times of emergency. It helps people engage in open democracy, especially around elections, and communicating what is happening at the council's meetings including live streaming Council. The team supports lobbying work such as raising issues with Government to help explain and campaign for issues we face. We also keep staff informed through internal news items and stories as well as making sure the website is up to date, relevant and accessible.

From advising the leader on a communications matter to leading a campaign on recycling or telling people about a multimillion-pound project to a blog about a bin crew the team has varied and everchanging work.

What is the team currently working on and potential areas of work for the intern?

Creating engaging content and campaigns to support the varied work of the council including:

- Local Plan and helping communicate the next stage of consultation
- The council's ambitious environmental campaigns and programme.

- Budget delivery.
- Supporting economic growth, including our vibrant markets.
- Delivery of capital projects such as Olding Road site in Bury St Edmunds and Provincial House in Haverhill.
- Supporting councillors with locality funding.
- Reducing homelessness.
- Helping market events at our properties such as at the Apex, Moyse's Hall and our award-winning country parks and open spaces.
- Supporting Cabinet and Council in setting and communicating their priorities and vision.
- Communicating the support and what the council is doing to help communities during the cost-of-living crisis.
- Helping people engage in our families and communities work.

The intern would play a role in all of these areas but particularly in fields such as helping produce campaign content and stories for our environment work. Supporting engagement, such as with the Local Plan and helping arrange photo calls, stories and supporting the team.

What is the role of the Intern within the team?

The Intern will be at the heart of the team helping to deliver the communications work needed for the council and receive support themselves and new skills.

They will:

- Carry out a range of duties such as helping with media alerts, admin work for the team such as making arrangements or supporting engagement work.
- Help create content for our various channels such as social media and help find and deliver stories to support services.
- Be required to work beyond normal working hours such as for councils or committee meetings as well as for events.
- Support the creation of and write themselves content for the website and internal communications.
- Help support work with the media.
- Be flexible and carry out duties to meet the changing demands faced daily by the team.
- Support campaign work such as our environment programme or delivery of services.
- Support the needs of our councillors.

Their ideas and suggestions will help us also drive communications forward.

What areas of study, skills or interests are relevant to this role? Are there any specific requirements?

An understanding of local politics and how councils work would be useful.

An interest and experience in creating content for social media or online channels.

Experience of graphics creation or making films and taking pictures.

An interest in the media and public relations or marketing.

Be professional, able to get on with a range of people, and be a good communicator.

Most of all they need to be an enthusiastic team player who is willing to learn and be flexible enough to turn their hand to what the role may require due to the everchanging work we deliver and is required of communications. This means they must be able to work beyond normal working hours such as for councils or committee meetings as well as for events.

A driving licence would be an advantage.

Supported by the team, feel confident enough to share their ideas.