

## PR & Communications Intern

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**This internship is part of the Find a Solution programme which brings together current students and local Third Sector organisations to tackle issues of strategic importance through projects that will have a lasting impact.**

**The role will be for a total of 160 hours, to be worked flexibly between June and September (to be discussed with successful candidate). This role is open to 3rd- to 5th-year undergraduates, PGT and PGR students from all colleges.**

### **About us**

#### **West of Scotland Housing Association**

Our Vision: We go further to provide housing you call home. Our Mission: Our mission is to provide affordable and sustainable housing and services to enhance lives and empower communities in the west of Scotland. We will do this through engaging with our customers and partners, ensuring that every voice is heard and valued. Our Values Respect - we treat everyone with empathy and kindness Inclusive - we aim to meet individual needs and recognise diversity Integrity - we act with integrity and honesty at all times Improvement - we aim to continuously improve what we do to benefit our customers, staff and stakeholders Support - we will be supportive in our approach with customers, staff and stakeholders

### **The role**

We have just reviewed and updated our Communications Strategy and there are a number of work strands in respect of improving the accessibility of our communications to our tenants and other customers. We have approx. 4400 tenants and 1200 factored owners who are various age ranges, ethnicity and levels of digital participation. It is currently very challenging to communicate to all in a way that is accessible to all but sending any targeted communications. We want to improve our communications to ensure that they are more targeted e.g. sending tenants communications that are of interest to them and also to improve the accessibility of our communications. This project would significantly improve how we communicate with our customers.

This would be excellent opportunity for an intern who is looking to gain further work experience in the world of communications. There are various strands to this project which

would make it an interesting and exciting internship. West of Scotland Housing Association has recently achieved Investors in People Gold Accreditation and Investors in People Wellbeing Gold Accreditation. Staff satisfaction and wellbeing is important to us. We have a range of staff benefits that could be accessed by the intern including hybrid working, complimentary therapies, wellbeing activities, access to discounted shopping schemes and access to our Employee Assistance Programme.

### **Main duties & responsibilities**

- Contacting customers by phone and by survey to collate communication preference data
- Assist the PR & Communications Officer to improve the accessibility of our website including layout to aid ease navigation of our website
- Promotion of Westy our chat bot to improve communication
- Assist the PR & Communications Officer to develop key messaging and communications through social media and our customer app for both tenants and factored owners
- Assist the PR & Communications Officer to further develop Westscot Living social media in line with our brand strategy - key messaging to Westscot Living customers
- Work with the PR & Communications Officer to develop and implement a communication process integrated with our housing management system to allow us to better manage communications to customers
- Carry out research into different options in terms of communicating to tenants who don't speak or read English
- Research and report on social media options that we could consider using for communication with younger customers
- Assist the PR & Communications to promote community events to our communities
- Assist with digital content creation across the WSHA Group

### **What makes this internship stand out? (training, benefits etc)**

The intern would have the opportunity to get involved in various aspects of our PR and Communications. They would receive support from our experienced PR & Comms Officer and other teams. We offer a range of benefits for staff members including wellbeing activities, Employee Assistance Programme and access to discounted shopping sites. There would also be an opportunity for hybrid working as home working would be an option for specific tasks.

**Length of Internship (in weeks)**

8

**Starting month**

June

**Paid or voluntary**

Paid

**Is the internship part-time or full-time?**

Part-time

**For part-time roles, how many hours will the student work per week?**

20 hours per week

**Required Year Group**

Undergraduate 3rd year

Undergraduate 4th year

Undergraduate 5th year

Postgraduate taught

Postgraduate researcher

**Targeted College**

College of Arts

College of Medicine, Veterinary and Life Sciences

College of Science and Engineering

College of Social Sciences

Any

**Required Degree Discipline**

Preferably Marketing, communications and PR but any students with relevant experience/interests

**The essential criteria for the role are**

E1. Experience of managing and monitoring social media accounts/platforms

E2. Experience or knowledge of managing website content and design

E3. Strong research skills

E4. Ability to meet with and have discussions with staff teams and get their input

E5. Strong communication skills

**The desirable criteria for the role are**

D1. Experience digital content creation

D2. Experience of brand promotion and marketing

D3. Knowledge and experience of using AI