



# Irish Seed Savers

*Protecting Ireland's food crop heritage for future generations*

**Role Title:** Communications & Marketing Intern  
**Location:** Irish Seed Savers Association (ISSA), Ireland  
**Reports To:** Fundraising & Communications Manager  
**Stipend:** €24,570 p.a.

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## **General:**

The Irish Seed Savers Association is Ireland's leading NGO working for the conservation of Ireland's heritage crops for food and agriculture, supporting sustainable food systems and biodiversity and practicing organics and agroecology. Along with our conservation work, we operate as a social enterprise, producing Irish Heritage apple trees and organic open-pollinated seed for sale, offering a wide range of learning events to the public and practitioners on subjects related to our work.

## **Role Overview:**

We are seeking an energetic and enthusiastic Communications & Marketing Intern to be part of our vital and dynamic team working to enhance the visibility and awareness of our work with a focus on revenue generation through customer acquisition and engagement. This role is ideal for a recent graduate who will be given the opportunity to develop their skills and experience in one of Ireland's leading conservation organisations through a wide range of professional experience and quality supervision. This is a 10-month role with potential for appointment to a permanent position for the right person on successful completion of the internship.

## **Key Activities:**

- Enhancing brand visibility, messaging, and public outreach
- Writing press releases, creating content for newsletters, managing media lists
- Using social media tools, email marketing platforms, content management systems
- Maintaining a consistent brand voice, increasing public engagement
- Monitoring website traffic, media coverage, social engagement, email open rates
- Assisting with market research
- Supporting revenue-generating activities like memberships, fundraising, and event ticket sales
- Assisting with donor outreach, membership drives, merchandise sales, and fundraising campaigns



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## **The Candidate:**

- A recent Communications & Marketing graduate, or a related field.
- Good communication skills and fluent in both written and spoken English
- Experience and skills in using Canva, Mailchimp, Survey Monkey, Google AdWords
- Experience of social media channels including Facebook, Twitter, Instagram, LinkedIn, YouTube and Tik Tok
- Ability to prioritise multiple tasks and projects
- Strong attention to detail, organisation and time management skills
- An interest in conservation, biodiversity and the development of sustainable food systems is preferable but not essential
- Flexibility

## **Learning outcomes:**

At the end of the internship period, the suitable candidate will have developed and/or enhanced the following skills and abilities:

- Understanding and practical experience of the process behind communications and marketing strategy execution
- Insight into the conservation of Ireland's food crop heritage and the challenges and opportunities of communicating the importance of this work to a range of stakeholders
- Enhanced ability to create visual and creative content based on strategic and marketing goals
- Enhanced ability to work well as part of a team
- Enhanced organisational and time management skills
- Increased ability to work to deadlines.

## **Benefits:**

- Staff Discounts on ISSA products
- Free Parking
- Access to Employee Assistance Program
- Bike to Work Scheme