



Job Specification – Communications & Brand Experience Intern



ING is a global bank with a strong European base. Our over 57,000 employees serve around 39.3 million customers, corporate clients and financial institutions in over 40 countries. Our purpose is to empower people to stay a step ahead in life and in business. This purpose guides us in everything we do.

Our products include savings, payments, investments, loans and mortgages in most of our retail markets. For our Wholesale Banking clients, we provide specialised lending, tailored corporate finance, debt and equity market solutions, payments & cash management, and trade and treasury services. Customer experience is what differentiates us and we're continuously innovating to improve it. We also partner with others to bring disruptive ideas to market faster.

'Do your thing' is our new brand direction and our first global tagline. It articulates our purpose and our promise to make banking frictionless. It's about encouraging people to do more of the things that move them and their business. 'Do your thing' is not about irresponsible behaviour but about people being free to live the life they want to live, knowing that they will make their world a little better for it.

Core Information

Job Title:	Communications & Brand Experience Intern
Business/Function:	Communications & Brand Experience
Line Manager:	Daniel Bennett
Core Hours of Work:	Full Time 9.00 am - 5.00pm
Duration	9 month paid internship programme running from October 2021 to June 2022
Status:	Temporary
Required start date	October 2021

Job Description

As a member of the Communications & Brand Experience department, you will get involved in a range of activities ranging from day to day communications to the branch using a variety of channels to organising charity and social events taking place in the bank. You will also get a lot of support in learning about Wholesale Banking and laying the foundations for a professional future career. We are looking for someone that is an enthusiastic team player willing to get stuck in on a range of projects and tasks.

As a team, Communications & Brand Experience UK is responsible for protecting and enhancing the image of ING in the UK and Middle East through a range of communication methods: media relations, events, branding, advertising, internal communications and corporate social responsibility initiatives. The department also manages the prestigious Baring Archive, a designed collection which is one of the finest archives of a financial institution anywhere in the world.

Your main duties will focus on supporting the internal communications and events managers, but there will be an opportunity to work with other members of the team on specific projects.

Job Responsibilities

- Support the internal communications manager and sponsorships and events manager, as well as the wider Communications and Brand Experience team

- Generate content for internal communications channels such as writing copy for the UK Intranet pages, compiling stories for the weekly newsletter and drafting email communications to ensure a steady flow of news to internal audiences
- Helping to build engagement with staff using internal social media channels (e.g. Yammer, Stream)
- Undertake and assist with the organisation of corporate events
- Prepare documents and presentations for projects and meetings
- Add data to proprietary information databases and generally manage data in these databases
- Assist with ad-hoc internal communications projects
- Participate and provide guidance on communications best practice for an intern-led high-profile annual charity event
- The opportunity to assist with the management of our fine art collection and art related events
- Provide general assistance to the EMEA Head of Communications and Brand Experience
- Manage supply of corporate merchandise
- Develop a good sense of ING branding
- Contribute ideas and organise employee engagement initiatives (events, internal campaigns), taking them on and making them happen!

Career Potential

This role provides an excellent opportunity to gain an introduction to working within Communications & Brand Experience, with the potential to apply for permanent roles as available.

Who Are We Looking For?

Required Skills

- Essential:**
- A recent graduate or currently in final year of degree
 - An organised and detailed-oriented individual
 - Excellent writing skills, including proofreading and sub-editing ability
 - 'News sense' – an ability to judge what is interesting and relevant
 - An interest or ambition to work in the Financial Markets, Journalism, Marketing or Communications
 - Exemplary attention to detail
 - Good organisational skills
 - Ability to work on multiple projects simultaneously
 - Good interpersonal skills, tact and diplomacy
 - Flexible in a fast-paced environment – hours of work may require flexibility on occasions
 - Computer literacy
 - A team player with the ability to develop strong relationships with clients, candidates and colleagues
 - Someone who will also play a big part in the intern team and represent the Communications and Brand Experience team well
- Desirable:**
- A strong interest in communication and/or marketing
 - Preferably an English, Humanities or Media related degree.

No prior experience necessary – training to be provided

What Type of People Are We Looking For?

Creating a differentiating experience starts with ING's culture: entrepreneurial, open, collaborative, innovative and energetic. Who we are and how we work are set out in our Orange Code. Our values are the non-negotiable promises we make to the world. The principles we stick to no matter what are: we are honest, we are prudent, and we are responsible. Our behaviours are the commitments we make to each other and the standards by which we measure performance. These behaviours are what set us apart. We are looking for people who apply these behaviours: you take it on and make it happen, you help others to be successful and you are always a step ahead.

With integrity above all, the Orange Code is our manifesto describing the values and behaviours that define us and what it means to be ING.

Click [here](#) to find out further information on this intern programme and how to apply