



Job Specification – Communications & Brand Experience Team – Internal Communications and Events



ING is a global bank with a strong European base. Our over 57,000 employees serve around 38 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.

Wholesale Banking has a sector-focused client business in lending. Capital structuring and advisory, transaction services, sustainable finance solutions and financial markets.

'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:	Wholesale Banking
Department:	Communications & Brand Experience
Line Manager:	James Willcocks
Core Hours of Work:	Full Time 9.00 am - 5.00pm
Duration	9 month paid internship programme running from October 2022 to July 2023
Status:	Temporary
Required start date	October 2022

Job Specification

Overview:

The Communications & Brand Experience UK team 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.

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. 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. You will also get support to learn about Wholesale Banking and lay the foundations for a professional career.

We are looking for an enthusiastic team player willing to get stuck in on a range of projects and tasks.

Duties and 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 including the UK Intranet, weekly newsletter, and 'all employee' emails
- Manage the weekly content calendar of upcoming intranet articles, email communications and events, and schedule a steady output of content to avoid conflicts
- Compile, edit and send In the LIMELight – the weekly UK and Middle East news update
- Help to build employee engagement using internal social media channels, e.g. Yammer
- Help to organise internal and corporate events
- Contribute ideas and organise employee engagement initiatives (events, internal campaigns)
- Prepare documents and presentations for projects and meetings
- Assist with ad-hoc internal communications projects
- Manage supply of corporate merchandise
- Develop a good sense of ING branding
- Provide general assistance to the Head of Communications and Brand Experience, UK and Middle East
- 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

In addition

- Work with the rest of the interns to put together "meet the manager" sessions amongst the managers, networking events and product sessions;
- Actively participate in volunteering opportunities available through ING's charity partnership initiatives;
- Think of ideas for charity events for the London office and take 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.

Candidate Profile

Qualification/Education

Essential: A recent graduate or currently in final year of degree

Desirable: Preferably an English, Humanities or Media related degree

Experience/Knowledge

Essential: No prior experience necessary – training to be provided

Desirable: A strong interest in communications and/or marketing

Personal Competencies

Essential:

- Strong writing skills, including proofreading and sub-editing ability
- Exemplary attention to detail
- Excellent organisational skills with good time management who can execute tasks independently and manage/prioritize workload
- Ability to work on multiple projects simultaneously
- 'News sense' – an ability to judge what is interesting and relevant
- An interest or ambition to work in Communications, Marketing, Journalism or Financial Services
- Good interpersonal skills, tact and diplomacy
- Flexible in a fast-paced environment – hours of work may require flexibility on occasions
- Good PC skills including a working knowledge of Word, Excel and Outlook
- A team player with the ability to develop and maintain relationships with colleagues at all levels quickly
- Proactive and professional manner
- Willingness to learn

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