



## Job Specification – Communications & Brand Experience Intern



ING is a global bank with a strong European base. Our over 58,000 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.

For our Wholesale Banking clients we provide specialised lending, tailored corporate finance, debt and equity market solutions, sustainable finance solutions, payments & cash management and trade and treasury services.

'Do your thing' is our brand direction and ING's first global tagline. It is how we articulate our purpose and our promise to make banking frictionless to the world. '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.

<b>Job Title:</b>	Communications & Brand Experience Intern
<b>Business/Function:</b>	Wholesale Banking
<b>Department:</b>	Communications & Brand Experience
<b>Line Manager:</b>	James Willcocks
<b>Core Hours of Work:</b>	Full Time 9.00 am - 5.00pm
<b>Duration</b>	9 month paid internship programme from October 2023 to June 2024
<b>Status:</b>	Temporary
<b>Required start date</b>	October 2023

### Job Description

The ING London Internship Programme: A structured programme aimed at university students and recent graduates. The programme will offer first-hand experience of what a career at ING is like by giving you an opportunity to observe and get involved in the day to day running of the business. An internship at ING will allow you to explore your interests and develop your professional skills and capabilities.

### Job Responsibilities

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

- Working 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!

### Your Work Environment

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.

### Career Potential

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

### Who Are We Looking For?

#### Required Skills

##### Essential

A recent graduate or looking to do a university placement year.

Must have the right to work in the UK for the whole duration of the proposed internship

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

##### Desirable

A strong interest in communications and/or marketing

#### 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