



The **Anaphylaxis** Campaign
Helping people with severe allergies live their lives

Summer Placement Communications and Marketing - The Anaphylaxis Campaign

Reporting to both the Communications and Marketing Managers, The Anaphylaxis Campaign.

This role is intended to provide experience of working within:

- A National Charity
- Activities within the Communications and Marketing functions
- Working as part of a team to deliver services to key stakeholders

Activities will include:

1. Assisting in the preparation and distribution of key communications such as Press Releases. This may include contacting Journalists, Case Studies and key commentators, updating contact details and briefing contributors.
2. Updating the website www.anaphylaxis.org.uk and its associated microsites, including posting latest information.
3. Writing copy, as appropriate, for various publications and websites.
4. Liaising with key suppliers such as PR Agencies, designers, printers and web developers.
5. Liaising with all categories of membership at The Anaphylaxis Campaign, as appropriate.
6. Uploading data from spreadsheets into our membership data base to instigate mail shots.
7. Contacting and engaging in dialogue with corporate contacts with an aim to promote advertising and support.
8. Assisting in event co-ordination – including liaising with volunteers, organisers and sponsors.
9. Performing other projects and administrative tasks as identified

The position is unpaid. The Anaphylaxis Campaign will cover expenses which are approved and relevant to carrying out the duties of this placement.

This is a 3 week placement but could be extended. Hours will be agreed with the successful candidate.