

## Micro-Placements Project

<b>Company Name:</b>	Forum for the future
<b>Website:</b>	<a href="https://www.forumforthefuture.org/">https://www.forumforthefuture.org/</a>
<b>Brief company description:</b>	<p>Forum for the Future is a leading international sustainability non-profit. For over 24 years we've been working in partnership with business, governments and civil society to accelerate the shift toward a sustainable future.</p> <p>Climate change, poverty, malnutrition, civil unrest: the world today is facing complex challenges because our fundamental systems are no longer fit for purpose.</p> <p>We specialise in addressing critical global challenges by catalysing change in key systems, from food to apparel, energy to shipping. We do this by convening transformational collaborations to drive change, by partnering with organisations to help them lead by example, and by building a global community of pioneers and change makers. Together we can reinvent the way the world works.</p> <p><a href="https://www.youtube.com/watch?v=ut0sd4w-0q4">https://www.youtube.com/watch?v=ut0sd4w-0q4</a></p>
<b>Industry/Sector:</b>	Voluntary sector/charity work
<b>Size of the organisation:</b>	Small Organisation: 10-99 employees
<b>Clients (if appropriate):</b>	<p>We work closely with a broad range of partners from different sectors, from influential upstart businesses to social enterprises, NGOs and foundations, governments and academic institutions that share our purpose of reinventing the way the world works.</p> <p><a href="https://www.forumforthefuture.org/who-we-work-with">https://www.forumforthefuture.org/who-we-work-with</a></p>
<b>Address:</b>	3rd floor, 22-26 Paul St, London EC2A 4QE
<b>TFL Travel Zone (if applicable):</b>	1
<b>Host Name:</b>	

## The Project: Futures Centre Micro-Placement

<b>Project Description:</b>	<p><b>Project Description:</b></p> <p>Forum for the Future is a leading international sustainability non-profit. For over 24 years we've been working in partnership with business, governments and civil society to accelerate the shift toward a sustainable future. Climate change, poverty, malnutrition, civil unrest: the world today is facing complex challenges because our fundamental systems are no longer fit for purpose.</p> <p>We are rapidly running out of time to avert the worst of the climate and biodiversity crises, but as conversations gather pace on how to 'build back better' post COVID-19, we now have a once-in-a-lifetime opportunity to reimagine how the world works.</p>
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	<p>To support our understanding of the complexities at play and to help us identify where to act for long-term success, we run a participatory sensemaking platform - the Futures Centre.</p> <p>This unique, free, and open-to-all website enables Forum and its wider audiences to:</p> <ul style="list-style-type: none"> <li>• Track signals and trends political, social, environmental, ecological and cultural developments, ideas and innovations that have the potential to take us either towards or further away from a more sustainable future.</li> <li>• Identify intervention points and opportunities to address global challenges. An exclusive selection of new and topical analysis</li> <li>• pieces from wide-ranging thought leaders helps make sense of the changes we see, their implications and more.</li> <li>• Collaborate with people from around the world grappling with similar challenges and questions. Live Research projects help focus conversation on specific research questions - combining the latest insights from the Futures Centre with an interactive, on and offline expert-curated conversation that taps into one of our greatest assets: our online community of experts and sustainability professionals</li> <li>• Get easy and free access to a set of toolkits, reports, case studies and other resources aimed at elevating collective futures practice and strengthening the ability of users to drive real change.</li> </ul> <p><b>Organisational Need:</b></p> <p>The Futures Centre was originally launched in 2016 and over the years has attracted a community of approximately 10,000 newsletter subscribers who engaged with its content on a regular basis. In order for the platform to generate meaningful insights and bring ROI, the next step is to convert the existing newsletter subscribers into active signal contributors and extend the reach of the site to include new, diverse users submitting regional signals of change, particularly in our newer markets - APAC and India. The project is to analyse the market, identify best practice in this sphere and come up with a creative campaign, including a comms plan, targeting the existing and potential audience of the website, which will help us activate them into submitting signals of change.</p> <p><b>Tasks:</b></p> <ul style="list-style-type: none"> <li>- Undertake market research including desk research and interviews</li> <li>- Analyse our existing partner network and think of ways to maximise earned social</li> <li>- Work up a report in a deck format with recommendations and present that to the Comms team and Chief Development &amp; Communications officer.</li> <li>- Design an online marketing campaign and comms plan in partnership with the Content and Digital Communications Executive and the Digital Manager</li> <li>- Source and produce (design in Canva + copywrite) engaging content to support the campaign</li> </ul> <p><b>Objectives:</b></p> <p>The student will learn how to:</p>
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	<ul style="list-style-type: none"> <li>- Research and undertake comms planning for a campaign that feeds into the overall Forum comms plan and has a clear CTA that drives conversion</li> <li>- Create and deliver presentations</li> <li>- Work as part of a comms team</li> <li>- Produce digital comms content</li> </ul> <p><b>Project Outcome:</b> Presentation, Newsletter, and a set of marketing assets including social posts and graphics</p>
<b>Person Specification:</b>	<p><b>Core skills sought:</b> Organisation skills, Written communication skills, Attention to detail, Self-motivation, Research skills</p> <p><b>Languages and other additional skills:</b> This is a great opportunity to gain experience working in a small, fast-paced team at the heart of an organisation driving for change at a critical moment in time. That's why the person we have in mind should have:</p> <ul style="list-style-type: none"> <li>• An interest in sustainable development and/or futures with an appetite to learn more</li> <li>• A high level of literacy and an ability to write clearly in English</li> <li>• Strong research skills and an ability to carry out research with limited management</li> <li>• Interest in community management and social media comms</li> <li>• Excellent organisation, planning and problem-solving skills</li> <li>• Attention to detail</li> <li>• A willingness to pitch in with a variety of tasks within a small team.</li> </ul>
<b>Number of students sought:</b>	1
<b>Discipline sought:</b>	Accountancy & Finance - Year 1, Accountancy & Finance - Year 2, Business Management - Year 1, Business Management - Year 2, Criminology - Year 2, Economics - Year 2, English - Year 2, History - Year 2, Law - Year 2, Music - Year 2, Psychology - Year 2, Politics - Year 2, Sociology - Year 2
<b>Suitable project for 1<sup>st</sup> years?</b>	Y
<b>Suitable for internationally based students?</b>	N
<b>Selection:</b>	In order to assess the potential candidate(s) the Host would like to interview you (virtual).
<b>Project sector:</b>	Voluntary Sector/Charity work
<b>Project Type:</b>	Blended (min 50% in office)
<b>Preferred start date:</b>	31 <sup>st</sup> May 2021
<b>Flexible?</b>	Yes
<b>Duration:</b>	Full time, Part time
<b>Remuneration:</b>	The company accepts that they will cover travel expenses and either provide lunch or cover the cost of lunch when the student is in the office.
<b>Project Location:</b>	3rd floor, 22-26 Paul St, London EC2A 4QE
<b>TFL Travel Zone (if applicable):</b>	1

To best prepare for the meeting, we would encourage you book an appointment to speak to a Careers Consultant in the Careers Service.

Click [here](#) to book a Micro-Placement mock Interview.