

INTERNSHIP PROJECT BRIEF

Title: Community Communications Advisor Intern	Unit: Community Support Governance and Partnership
Total hours: 20 hours a week	Location: Linwood Service Centre, 180 Smith Street, Linwood, Christchurch
Start date: March 2021	Days and hours of work: Flexible to be discussed and agreed with intern
Salary: Unpaid / Voluntary	

Summary:

Connecting the community with best practice communication.

The Inner City East Revitalisation project seeks to implement the vision of:

“A transformed neighbourhood for the people of the Linwood Central East through a thriving village centre, better greenspaces, better connected streets and improved intensification outcomes. All members of this community should feel safe, vibrantly embrace change, connect with one another and actively advocate for their needs”.

To help achieve the implementation of this vision, the revitalisation project recently conducted a milestone review – evaluating the project to date, and identifying areas for momentum. Identified as an area for growth and improvement was the need to more effectively and widely communicate with the community at large.

It has become apparent that this is a need for a communication strategy and framework to support the improvements needed.

Council staff have recognised that the skills to develop the strategy and framework are not at present, readily available within the existing project, and as part of our ongoing support and investment in this community, we seek to support the development of this.

While the focus of this project will be on the Inner City East / Linwood West neighbourhoods it is intended the model used and tools developed will become accessible to, and useable by other community groups and organisations.

Outcomes	Measurement of outcome success
<ul style="list-style-type: none">Develop a communications framework/strategy that identifies how to effectively communicate with the Inner City East / Linwood West neighbourhood using easily implementable methods	<ul style="list-style-type: none">Communications framework/strategy document
<ul style="list-style-type: none">Trial implementation and activation of a communications framework/strategy in The Inner	<ul style="list-style-type: none">Production of material and support collateral to trial communication approach

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City East / Linwood West neighbourhood	<ul style="list-style-type: none"> • Feedback from community about receipt and reception of communication • Upskilling of existing community members in the Inner City East / Linwood West neighbourhood in using developed tools, and occurrences of use of these tools independently <p><i>Creation of:</i> <i>Email distribution list (mail chimp or the likes)</i> <i>Active social media page</i></p>
<ul style="list-style-type: none"> • Produce a series of recommendations to develop a tool kit of resources for effective communication and engagement with other communities 	<ul style="list-style-type: none"> • Communications strategy template • How to guides for effective communication and engagement with communities • Review of lessons and approaches tested in the Inner City East / Linwood West neighbourhood

Tasks

- Liaise with Te Whare Roimata, Inner City East Revitalisation Working Group and other community groups, organisations and agencies to develop communications framework / strategy for the Inner City East / Linwood West. Identify areas for Council support and contribution.
- Undertake needs analysis of communication requirements in the Inner City East / Linwood West neighbourhoods
- Develop a communications strategy for the Inner City East
- Support local community (Inner City East) to implement communications strategy
- Develop a tool kit of resources that support communities to effectively communicate and engage with their communities. This tool kit can be shared and easily used by other community groups and organisations.

Key Milestones

- Community Engagement – Engage and connect with local community to understand unique needs and develop a communications strategy they identifies best communication and engagement approaches for Inner City East / Linwood West neighbourhood
- Support the activation and implementation of the communications strategy by working alongside key community groups and workers.
- Develop a communicating with community toolkit that can be shared with other community groups and organisations. This toolkit is to provide a frame work that supports those working in and with communities at a grass roots level to effectively communicate with their communities.

Key skills and experience

- Friendly, confident communicator, interested in people and community.
- Knowledge of community communication channels, working in lower socio economic areas and alongside grass roots community development organisations.
- Non-judgemental, open minded

Desired qualification or department of college

- Communications
- Marketing
- Human Services
- Geography

Desired key personality and behavioural attributes

- Adaptable, positive, a good listener,
- Understanding of traditional media, social media, websites and other communication streams
- Some volunteer or community work experience
- Understanding of lower socio economic area, deprivation and challenges facing such communities.

Benefits

- For a student who aspires to make a difference to people's lives this project will provide on the ground experience working in and alongside community at a grassroots level. This is a unique opportunity to connect with community, understand their needs and deliver a project that will make a difference for all involved.
- You will receive a 'Certificate of Placement' that you can attach to your CV which will confirm details of the placement that you have undertaken

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