

Project Title: Sustainability Marketing & Communications Intern (INT)

I. Project Background & Overview

Sustainability communications has two facets: external and internal communications both. We talk to a variety of audience types using multiple media channels. For internal communications, we are driving awareness of our current initiatives to all associates while also educating and motivating them to get involved – to make it better. We are also communicating externally – to customers, suppliers, distributors to let them know what Cytiva is doing regarding sustainability. All of our communications here strengthen our brand and may even give us a competitive advantage.

II. Objectives

- Create an internal communications map and learn how information is disseminated in a large corporation
- Internal comms – interview associates and write up stories to share on appropriate internal channels
- Learn how to amplify how many people ready the story

III. Project Scope

The primary focus of this internship is to learn the fundamentals of communications within a large company. Our intern will start with mapping all the different team, format types and frequencies. Then will progress to writing up stories to share on the intranet. Eventually the intern will look at how to increase readership.

IV. Stakeholders

Stakeholders who will have inputs into the project:
Sustainability Program Director
Director of Communications

V. Deliverables

1. Week 1-2: Onboarding with communications team, tools and systems. No deliverable.
2. Week 2-3: interview assorted communications team members to understand their roles and responsibilities. Then draw the communications map. Presentation to Director of Communications and Communications Manager.
3. Week 4-12: Start interviewing associates for internal stories, drafting them, getting them approved and publishing them on the intranet. Work with rest of comms team to learn about amplification.