

## TERMS OF REFERENCES



Title: **Communications Intern**

Status: unpaid internship

Working hours: flexible, 3-5 days a week for 3-6 months

Location: optional

**Agency for Cooperation and Research in Development (ACORD)** is a Pan-African organization with over 40 years of experience supporting development objectives by addressing the root causes of poverty and exclusion. ACORD seeks to go beyond addressing the consequences of poverty by understanding, challenging and changing the conditions that cause poverty and exclusion. ACORD believes that people have a right to a just and equal society and are committed to making that right a reality for people on the margins of African societies. We work in common cause with people who are poor and have been denied their rights to understand, challenge and change these conditions. We work in alliance with organisations worldwide to achieve these aims.

### **DESCRIPTION:**

In order to maintain its good work, ACORD must be able to effectively and uniformly communicate about the organization, its objectives, and its impact to a variety of constituencies across the globe from twelve country operations in Africa and two secretariat offices (Nairobi and London). Effective communications will allow ACORD to raise funds, build strategic alliances, form partnerships, and further advocacy objectives.

The Communications Intern works with the Director of Funding and Partnership Development and other critical members of the ACORD team to develop and implement communications strategies with our key constituencies. The Communications Intern is responsible for coordinating organization-wide message and content generation, including electronic and print communications. One of the most crucial tasks of the intern will be the creation and ongoing management of an organization-wide communications calendar.

### **DUTIES AND RESPONSIBILITIES:**

#### **Print Materials:**

- Manage creation and production of printed publications for awareness and development purposes (such as annual reports, overview documents, and information packets)
- Manage the ACORD in-house style manual
- Develop and monitor procedures to ensure that all printed and digital materials remain on-brand

#### **Online Media**

- Collaboratively manage and coordinate creation and update of web-content; responsible for content-related protocols to keep web site up-to-date
- Implement e-communications including the creation and coordination of a quarterly online newsletter and email campaigns to promote awareness about participation in ACORD's advocacy work
- Provide organization-wide e-communications (particularly social media) support
- Lead ACORD's efforts to remain up-to-date and effective in electronic communications through convening regular meetings and conversations
- Actively monitor ACORD's online reputation
- Collect photos and/or videos taken at ACORD events and maintain photo files for online use; create, edit, and upload photos and videos to ACORD website and social media outlets.
- Track online analytics and support internal and external data reporting needs

**Media Relations**

- Conduct media relations program for selected events or activities
- Write and distribute press releases
- Pitch the local and national media to secure media placement
- Maintain media archives
- Create and maintain a comprehensive press list

**QUALIFICATIONS AND SKILLS:**

- Bachelor's degree, preferably in marketing, English/journalism, or a related communications field
- Excellent written and verbal skills
- Creative thinking and problem solving skills
- Demonstrated interest in the visual arts and youth education
- Familiarity Windows and Mac operating systems, HTML, Microsoft Office, Adobe Photoshop. Experience managing websites preferred.
- Ability to work effectively with multiple individuals and manage several projects at once.
- Fluency in English, proficiency in French desired
- Experience in marketing, communications, media or public relations experience a plus!

**TO APPLY:**

Please send a cover letter, resume and a three- to five page writing sample to our HR team via: [recruit@acordinternational.org](mailto:recruit@acordinternational.org) with "**Communication Intern**" in the subject line.

*Interviews will be scheduled on a rolling basis. Early application is strongly encouraged. The position will remain open until filled. Applicants will be contacted directly to schedule an interview.*

***ACORD is an equal opportunity employer and does not discriminate on the basis of race, ethnicity, national origin, political affiliation, religion, gender, disability, and/or sexual orientation.***