



## **Internship opportunity: Content & Communications Manager (12-24 hrs/week, 3-6 months)**

**At Correspondents of the World, we want to contribute to a better understanding** of one another in a world that seems to get smaller by the day, but somehow neglects to bring people closer together. We think that one of the most frequent reasons for misunderstanding and unnecessarily heated debates is that we don't really understand how each of us is affected by global issues. **Our aim is to change that with every personal story we share.**

Since our very first story came out in September 2019, we have expanded our network to over 50 correspondents who share their personal stories with us and the world. We have stories in English, Korean, Spanish, Italian, French, German, Dutch and Mandarin.

**Communications and Social Media play a key role in reaching people with these stories.** We are therefore looking for an enthusiastic student who is excited to contribute to building our global movement.

### **What we are looking for**

- Skills with social media, including [instagram](#), [facebook](#), [linkedin](#), [twitter](#)
- A background in Marketing, Digital Media, Journalism, or similar studies
- Basic knowledge of the necessary social media tools (e.g. Photoshop, InDesign, video editing, etc)
- Between 12-24 hours per week available who can commit for 3-6 months (starting per 1 August 2021) - note that hours will not be the usual 9 to 5, but also include evenings and the weekend (we all have a full-time job or studies). We can of course agree on your preferred working schedule beforehand.
- Previous (high-level) experience with conducting content / social media work for an organization is preferred.

### **What we offer to you**

- **Leadership opportunity** to design, develop and lead the implementation of a social media strategy
- **An online platform to practice** (instagram, facebook, linkedin, twitter), that is up and running but craving your creative input

- (Optional) **Course credits** from your university<sup>1</sup>
- **Guidance on 'being part of an organization'** – personal guidance on how you communicate, to prepare you for the professional world
- **Connection with an international network** of correspondents, advocates and professionals in a range of fields in 30+ countries
- **A letter of reference** at the end of your term, if tasks have been executed according to general expectations
- **A mentor** from the Correspondents of the World Core Team whom you contact on a daily basis
- (Optional) **Support on the study** you're conducting, including research design, methodology, and input on research execution – we meet at least 1x every 2 weeks
- Opportunity to shape your role within social media and across the CotW teams

### Your role as the Social Media Lead

- **Coordinate** timely publication of stories with other teams (Editors, Regional Ambassadors, Community)
- **Design, develop and initiate** a 6- to 12-month social media strategy, including milestones and high-level planning
- **Execute** part of the strategy yourself (during the internship, and potentially after)
- **Expand** the follower base on our social media platforms
- **Build** new partnerships with like-minded organizations
- **Cultivate your integral role**, collaborating with Website team, Community team, Editors team and Regional Ambassadors.

### What we do not offer

- Financial compensation – Everyone on our board, core team, editors, translators, regional ambassadors and correspondents are adding an immense value to the project every day without monetary compensation.

### How to join us

- Submit a resume (no more than 2 pages) and a short statement of interest and qualifications (1 paragraph) by **20 June 2021, 18.00 (CET)**.
- Apply via [joost@correspondentsoftheworld.com](mailto:joost@correspondentsoftheworld.com) to Joost Backer (CotW Founder and responsible for internal and global coordination)

*People of all races, ethnicities, nationalities, genders, sexual orientations, religions, and ages are invited to apply. If you believe you would be the right fit but do not meet all of our listed qualifications, you are encouraged to apply. We are looking for a creative and enthusiastic individual, and we hope to learn from you.*

Warm regards from the [Correspondents of the World team](#).

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<sup>1</sup> We have checked, and for Bachelor International Studies at Leiden University, it is possible to obtain course credits for your internship.