TERMS OF REFERENCE FOR COMMUNICATIONS INTERN

Description

WaterAid is an international development organization that is working to transform the lives of vulnerable communities with safe water, sanitation, and hygiene (WASH). WaterAid’s vision is of a world where everyone has access to safe water, sanitation, and hygiene. We believe that sustainable development cannot be achieved in Malawi without the attainment of rights to WASH for all. By 2030, we want everyone in Malawi to have clean water, decent sanitation, and good hygiene.

WaterAid seeks to engage a vibrant, dynamic, self-starter to assist in communications efforts that aim to profile WaterAid’s work. Reporting to the Communications Specialist, the Communications Intern will be responsible for the following:

• Support the designing and developing of communication materials such as infographics, press kits, booklets, policy briefs and other multimedia products.
• Support the creation, editing and publishing information on WaterAid Malawi website and other digital platforms.
• Assist with streamlining WaterAid social media accounts by creating engaging content and post updates on social media platforms i.e., Facebook, Twitter, Instagram and on our internal platform - Yammer.
• Track and monitor key social media analytics, including Google Analytics, Bitly statistics, to identify viable ideas.
• Work with local and international staff to promote and execute social media engagement for all key days in the WaterAid’s calendar.
• Provide support to Communications Team in planning and executing special events.
• Assist in general documentation tasks for all projects and programmes for the CP.

The person:
The ideal intern is someone who should possess strong knowledge of the digital media landscape, including various social media sites. He/she will be responsible for contributing to website projects, monitoring, and posting on social networks, engaging in online forums, participating in online outreach and promotion, optimizing the website, and conducting keyword analysis. We would be interested in fresh graduates
who are seeking to gain valuable online media experience with an established international NGO like WaterAid.

Due to these attributes, we are looking for someone with the following minimum requirements:

• A Bachelor’s Degree in Journalism, Communications, Digital Marketing, IT or related field
• Some experience and enthusiasm in online communications, social media and marketing
• Familiarity with website management and social media tools i.e., Facebook, Twitter, LinkedIn, Instagram, YouTube, Pinterest and Google+
• Some knowledge in social media analytics, including Google Analytics and Facebook Insights
• Hands on experience with MS Office, InDesign, Photoshop, or other publishing tools
• Basic knowledge of HTML, CSS, Javascript would be a plus
• Excellent oral and written communication skills
• Ability to consistently demonstrate our values of insight, hard work, and effectiveness in personal approach to work.
• Excellent attention to detail and a high motivation to learn.

In return, WaterAid will offer practical experience with our work, an opportunity to develop social and digital communications and to learn more about the WASH sector in Malawi and globally through the multiple open webinars and training courses offered through our internal learning platforms.

**Timeline**
The intern is required immediately and should be available to start at least by mid or end June 2022. We will require the services of the intern for a maximum period of 6 months, with possible extension for another 6 months.

**How to apply?**
Interested applicants should send their current CV with names of their three most recent referees and a motivation letter recruitmentmw@wateraid.org by 3rd June 2022.

*WaterAid is committed to ensuring that wherever we work in the world there is no tolerance for the abuse of power, privilege or trust. WaterAid reinforces a culture of zero tolerance towards any form of inappropriate behaviour, abuse, harassment, or exploitation of any kind. The safeguarding of our beneficiaries, staff, volunteers and anyone working on our behalf, is our top priority, and we take our responsibilities extremely seriously. All staff and volunteers are required to share in this commitment through our [Global Code of Conduct](#).*