

BRAC Internship Description

Programme/enterprise: Communications

Duration: 3 months

Application deadline: 25 June 2018

Starting date: 3 July 2018

Location: Head Office, Dhaka

Working hours: 9am - 5pm, Sunday to Thursday

Monthly Stipend: BDT 5,000

Programme/Enterprise Description:

BRAC Communications aims to promote, protect and enhance BRAC's image actively through strategic communication. It also fosters innovation and synergy at BRAC by facilitating an effective exchange of ideas and information, both internally and externally. The department maintains consistency of all external communications, facilitates knowledge-sharing and employee engagement, and ensures brand consistency within the organisation. It is committed to continuously develop channels and capacity within the organisation and to innovate different modes of activities to promote better understanding of BRAC, raise its global profile and build a common platform where BRAC's mission, vision and values can be shared across boundaries.

Purpose of internship (including learning outcomes)

The intern will support development and execution of plans and initiatives regarding internal communications that support strategic priorities of BRAC. S/he will provide support to the executive key internal communication campaign and field researches to create a baseline on employee perception understanding.

Responsibilities

- a) Brainstorming visual and copy ideas with other members of the team
- b) Organise internal employee focused events and activities
- c) Take part in field researches to enhance organisation's understanding on employee perception
- d) Build relationships with internal stakeholders and initiate new ideas for employee engagement
- e) Write contents for internally focused communication materials.
- f) Collaborate with external communication team to promote BRAC's image in external media and channels.

Requirements

a) Educational background

- Level: Bachelor's degree
- Subject : Media Studies and Communications / Marketing / English

b) Language proficiency

- English
Spoken/Written: Basic
- Bangla
Spoken/Written: Basic

a) Knowledge/Skills/Competencies

- Strategic communication
- Relationship building
- Project management
- Public speaking
- Campaign management

b) Work/Volunteering Experience

Experience in volunteering for national/international organisation or university clubs would be an advantage.