

## **BRAC Internship Description**

**Programme:** Communications

**Project/Unit:** Media

**Duration:** 3 months

**Starting Date:** 25 November 2018

**Application Deadline:** 17 November 2018

**Location:** Head Office, Dhaka

**Working Hours:** 8:30 AM to 5:00 PM

### **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 the core media unit of BRAC where s/he is expected to maintain a close monitoring of BRAC's day to day media activities. S/he will support the team to organise media and PR-related events and activations as well as take the lead in organising media-focused training that will enhance media and PR knowledge among BRAC staff.

### **Intern's Responsibilities**

- a) Day –to- day media monitoring of BRAC's presence in national and international media and preparing media report.
- b) Supporting event and activation unit to organise and execute media events and activations.
- c) Developing media content and connecting with media houses for publications.
- d) Actively supporting media team to brainstorm and plan to develop partnership modality with different national media.
- e) Collaborating with campaign team to execute administrative works for the assigned campaign.

## **Requirements**

a) Educational Background

- Level: Bachelor's / Master's degree
- Subject: Business Studies / Media Studies and Communications / Mass Communication / English

b) Language Proficiency

Bangla

- Spoken: Good
- Written: Good

English

- Spoken: Good
- Written: Good

c) Knowledge/Skills/Competencies:

- Writing
- Partnership management
- Event and activations
- Brainstorming
- Microsoft MS package

d) Work/Volunteering Experience:

- Previous experience in media house/marketing agencies will be an advantage.
- Extracurricular activities in university clubs/social volunteering activity will get priority.