

BRAC Internship Description

Programme/Enterprise: BRAC Youth Platform, Skills Development Programme (SDP)

Project/Unit: Amra Notun Network

Duration: 3 Months

Application Deadline: 22 September, 2020

Starting Date: 28 September, 2020

Location: Work from home and 8th Floor, Kaderia Tower (opposite BRAC Centre)

Working Hours: 8:30 am to 5:00 pm (Sunday to Thursday)

Monthly Stipend: BDT 5,000

Programme/Enterprise Description

BRAC Youth Platform (BYP), currently anchored within the Skills Development Programme, is a new entity that was launched in April 2020, to synergise all the BRAC initiatives centering on youth and adolescents. Aligned with BRAC's strategic priority of investing in the next generation, we envision to prepare the youth and adolescents for the ever-changing nature of life, citizenship and work in the 21st century. Hence, this platform will create an ecosystem of pathways to intervene across various transitioning points in the lives of youth.

Project/Unit Description

[Amra Notun Network \(ANN\)](#) is an inclusive youth platform to develop active, enlightened, skillful and empathetic citizens for tomorrow, through a comprehensive package of 21st century skills training and community service projects. With bases established in Dhaka, Khulna and Rangpur, we are scaling up to other districts across Bangladesh this year. To leverage the shift to digital methods in light of COVID-19, we are amidst launching an online platform, to become the future hub of 21st century skills and other training for youth across Bangladesh. Moreover, this platform will also develop trainers so a ripple effect can be achieved by reaching every corner of Bangladesh.

Additionally, the Young Responders' Troop (YRT) is another intervention to amplify the impact and reach of young people during this pandemic. Whether as an individual or part of a group, through training of correct information and disaster preparedness practice/protocols, our Young Responders will become key local resources within their communities, through their contribution both online and offline.

Purpose of Internship (including learning outcomes)

This internship is designed to give the intern an experience of developing digital content to engage the youth of Bangladesh, with a sense of ownership and responsibility. We will encourage them to challenge our assumptions about the people we serve, question our plans, and gain new perspectives, together. We will push them to become a proactive lifelong learner, and encourage them to experiment and fail rightly, by gaining insights from their mistakes. We want them to push us to meet deadlines, help us get things done, and add a unique perspective to the team.

Intern's Responsibilities

- Managing social media channels of BYP, including Facebook and Instagram
- Query management to maintain engagement with page and group members
- Supporting in digital media content design and writing, including planning and execution
- Creating documentation of processes, including engagement reports
- Coordinating support with assigned agency and alumni members
- Supporting in ANN participants recruitment and selection of YRT initiatives
- Supporting with database and knowledge management
- Ad-hoc tasks as required by the department

Requirements

a) Educational Background

Level: 3rd or 4th year undergraduate student or Bachelor's degree

Subject: Any discipline (preferably related to communication and design) from any reputed University in Bangladesh and Abroad.

b) Language Proficiency

Bangla

- Spoken: Fluent
- Written: Advanced

English

- Spoken: Fluent
- Written: Advanced

c) Knowledge/Skills/Competencies:

- Excellent skills in graphics design in Adobe Photoshop
- Creative ability to think
- Basic photography skills
- IT skills (MS Office and Google Suite)
- Interest and experience in managing digital media, partnerships and relationships
- Knowledge about the ongoing national and global trends in communications
- An agile mindset and a team player
- Ability to prioritise under strict deadlines and discipline to produce strong deliverables
- Sincere commitment for 'doing good'

d) Work/Volunteering Experience:

Experience in working in copywriting, static content designing, managing stakeholder communication, and developing databases is preferred.

e) Attachments:

Please share samples of writing both in Bangla and English, (could be a social media post/article/blog) and a sample of design work, along with the CV.