

BRAC Internship Description

Programme/Enterprise: Communication

Duration: 3 months

Starting Date: 1st October 2017

Application Deadline: 19st September 2017

Location: Head Office, Dhaka

Working Hours: 9am-5pm, Sunday-Thursday

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 branding that support the broader short and long-term strategies of BRAC. S/he will also help to execute key brand-building initiatives and campaigns to enhance the brand image of BRAC and promote its work in different sectors.

Intern's Responsibilities

- a) Ensure BRAC's visibility through efficient data management on branding asset in different districts and offices
- b) Work closely with BRAC programmes to provide branding support for field offices
- c) Work in planning and development of external facing campaigns
- d) Ensure effective documentation for relevant campaigns
- e) Work closely with internal units to develop communication materials for the campaign
- f) Coordinate media activities as per assignment
- g) Coordinate logistics and assigned tasks for small to medium-scale events
- h) Collect feedback from programme and relevant stakeholders on event and maintain feedback database
- i) Support and coordinate external facing activation to represent organisation in different networks
- j) Lead development and coordination of material production related to event or activation

Requirements

a) Educational Background

- Level: Bachelor's Degree
- Subject: Communication / Media Studies and Journalism / Marketing

b) Language Proficiency

English

- Spoken / Written: Advanced

Bangla

- Spoken: Fluent
- Written: Basic

c) Knowledge/Skills/Competencies

- Multi-tasking
- Project management
- Presentation
- Leadership
- Creative ideas

d) Work/Volunteering Experience

- Experience of working in university clubs or volunteering in development sector an advantage