**BRAC Internship Opportunity – Details**

**Programme / Enterprise:** Communications

**Project / Unit:** Central Media Unit

**Duration:** 3 months

**Number of Interns:** 2

**Starting Date:** January 1, 2017

**Application Deadline:** December 20, 2016

**Location:** Head Office, Dhaka

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

**Supervisor’s Name & Designation**: S.M. Mamunur Rasid, Specialist, Media Development and Advocacy

**Supervisor’s Email Address**: mamunur.rasid@brac.net

**Programme / Enterprise Description**

BRAC Communications aims to actively promote, protect and enhance BRAC's image in a strategic way. It also fosters innovation and synergy at BRAC by facilitating the effective exchange of ideas and information, both internally and externally. The department maintains the 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 generate 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 globally.

**Project / Unit Description**

The Media Unit works to place BRAC as a thought leader in the development sector with stronger evidence-based communications. The unit has three major focus areas: media partnership, media engagement and media development and advocacy. Key activities of the unit include content development, issue-based advocacy and lobbying, strategic partnerships, liaison maintenance, capacity building and crisis management.

**Purpose of Internship (including learning outcomes)**

The intern will work with the Media Unit and assist in several activities, particularly the road accident database, media development and content analysis. This internship will provide the intern with an opportunity to develop his/her knowledge and skills in analysing news and explore it on different software.

**Intern’s Responsibilities**

1. Carry out specific tasks related to database of road accidents in Excel and web-based platforms
2. Assist media development and advocacy teams in content generation for ‘Safe Roads Save Lives’ site
3. Analyse media contents

**Requirements**

1. Educational Background

* Level: Bachelor's degree or Undergraduate
* Subject: Media Studies / Journalism / Development Communications

1. Language Proficiency

* Bangla: Fluent
* English: Fluent

1. Knowledge / Skills / Competencies

* Familiarity with MS Office especially Word and Excel as well as any web-based content management system
* Typing skill in both English and Bangla
* Ability to carry out content analysis