

## **BRAC Internship Description**

**Programme:** Communications

**Unit:** Brand and Programme Communications

**Duration:** 3 Months

**Application Deadline:** 7 April 2026

**Starting Date:** 19 April 2026

**Location (Office & Floor):** Head office, BRAC Centre

**Working Hours:** 8 Hours

**Monthly Stipend:** BDT 8000

### **Programme/Enterprise Description**

BRAC Communications department aims to actively promote, protect, and enhance BRAC's image 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 across 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 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.

### **Unit Description**

The **Brand and Programme Communications** unit serves as the strategic creative hub for BRAC's core programmes. This unit provides holistic, 360-degree communication support, ensuring that every initiative is aligned with BRAC's overarching mission and vision. From brand strategy and high-quality copywriting to content production, design coordination, and event management, the unit translates complex programme goals into compelling narratives. By acting as a bridge between technical programmes and the public, the team ensures BRAC's impact is communicated with clarity, creativity, and consistency.

## Purpose of Internship (including learning outcomes)

This internship offers a unique opportunity to experience the full lifecycle of brand management within the world's leading development organisation. The intern will work across various media and platforms, supporting the team in crafting stories that drive social change.

### Through this role, the intern will:

- Gain hands-on experience in **360-degree brand communication**, learning how to align creative outputs with high-level organisational strategy.
- Develop professional skills in **copywriting, content ideation, and content production coordination**.
- Understand the nuances of **brand identity**, ensuring visual and verbal consistency across diverse programme portfolios.
- Build competencies in **project management and stakeholder engagement** by collaborating with internal programme leads and external creative partners.

### Intern's Responsibilities

- **Content Creation:** Assist in drafting and editing copy for brochures, social media, press releases, and internal reports.
- **Creative Support:** Help coordinate with design and AV production teams to develop visual assets, scripts, and multimedia content.
- **Strategic Alignment:** Support the team in ensuring all communication materials across different BRAC programmes adhere to the central brand guidelines and strategic vision.
- **360-Support:** Assist in the planning and execution of brand-led events and campaigns that integrate physical, digital, and experiential elements.
- **Market Research:** Conduct basic research on communication trends and social media insights to help refine brand strategies.
- **Documentation:** Maintain archives of brand assets and assist in the reporting of communication impact and reach.

## Requirements

### Educational Background

- **Level:** Bachelor's degree from any reputed university.
- **Subject:** Graduation in Marketing, Communications, Media Studies, English, or Social Sciences.

### Language Proficiency

- **Bangla (written/spoken):** Advanced (with a knack for creative writing).
- **English (written/spoken):** Fluent (professional business communication).

### Knowledge/Skills/Competencies

- **Creative Writing:** A strong command over language with the ability to simplify complex ideas into engaging content.
- **Visual Literacy:** A basic understanding of design principles and video production workflows.
- **Strategic Thinking:** Ability to understand the "big picture" of how a programme's goals fit into the BRAC brand.
- **Adaptability:** Proactive attitude in a fast-paced environment with the ability to handle multiple creative briefs simultaneously.
- **Digital Savvy:** Familiarity with social media platforms and G Suite (Docs, Sheets, Slides); basic knowledge of design tools (Canva/Adobe) is a plus.