

BRAC Internship Description

Programme/Enterprise: Microfinance

Project/Unit: Entrepreneurship Development Unit (Microfinance Progoti)

Duration: 3 Months

Application Deadline: 18 July 2026

Starting Date: 26 July 2026

Location (Office & Floor): Head Office with Intensive Field Visit

Working Hours: 8 Hours

Monthly Stipend: BDT 8000

Programme/Enterprise Description.

BRAC is an international development organisation founded in Bangladesh in 1972 that partners with over 100 million people living with inequality and poverty to create opportunities to realise human potential. BRAC is known for community-led, holistic approach and delivering long-term impact at scale. We work with communities in marginalised situations, hard-to-reach areas and post-disaster settings across Asia and Africa, with a particular focus on women and children.

BRAC operates as a solutions ecosystem, including social development programmes, social enterprises, humanitarian response, a bank and a university.

BRAC Microfinance focused on equipping people especially underprivileged group with access to financial services by increasing their opportunities for poverty alleviation as well as economic empowerment. Several savings and loan products of Microfinance help clients to buy productive assets, invest in business or property, smooth consumption, and manage shocks while promoting empowerment in local communities. The program carries out continuous development and improvement of product offerings to meet emerging needs. It also ensures delivery of responsible financial services in a way that protects clients' rights.

Project/Unit Description

The Entrepreneurship Development will lead and expand the entrepreneurship projects focusing on women and youth entrepreneurship development and green financing. This unit is responsible for designing, implementing, and overseeing initiatives that enable entrepreneurs to establish, grow, and sustain successful enterprises. It will also collaborate with other departments to ensure alignment with the institution's strategic goals, drive client empowerment, and contribute to economic development.

Purpose of Internship (including learning outcomes)

The internship aims to provide hands-on experience in social media management, digital marketing, content creation, and e-commerce operations within the Microfinance Progoti Programme. The intern will support entrepreneur product promotion, manage digital content, assist with e-commerce platform activities, document success stories, and contribute to online campaigns. Through practical involvement in communication and market linkage initiatives, the

intern will develop skills in digital engagement, storytelling, coordination, and online business operations while gaining exposure to entrepreneurship development and microfinance programmes.

Intern's Responsibilities:

- Create and publish content for social media platforms.
- Support digital marketing and promotional campaigns.
- Manage product listings on the e-commerce platform.
- Collect and update entrepreneur product information.
- Design basic promotional and communication materials.
- Document entrepreneur success stories and case studies.
- Capture photos and videos during field visits and events.
- Assist in preparing presentations and reports.
- Monitor social media and e-commerce performance.
- Support customer engagement through digital channels.
- Coordinate event promotion and documentation activities.
- Maintain communication and marketing records.
- Collaborate with internal teams and entrepreneurs.
- Assist with market linkage and branding initiatives.
- Perform other tasks assigned by the supervisor.

Requirements

- **Educational Background**
 - **Level:** At Least Bachelor's Degree or students in the last semester of undergrad
 - **Subject:** Any Discipline
- **Language Proficiency**
 - **Bangla (written/spoken):**
 - Spoken: Proficient
 - Written: Proficient
 - **English (written/spoken):**
 - Spoken: Proficient
 - Written: Proficient
- **Knowledge/Skills/Competencies:**
 - Strong interpersonal and communication skills to engage with diverse communities.
 - Cultural sensitivity and understanding of local contexts.
 - Ability to write clear and concise research reports in English and Bengali
- **Work/Volunteering Experience:**
 - Exposure to extracurricular activities preferred