

BRAC Internship Description

Programme/Enterprise: Communications

Project/Unit: Campaign and Content Unit

Duration: 3 months

Application Deadline: 26 September 2026

Starting Date: 4 October 2026

Location (Office & Floor): BRAC head office

Working Hours: 8:30am to 5pm

Monthly Stipend: BDT 8,000

Programme/Enterprise Description

BRAC Communications tells BRAC's stories across written, spoken and visual channels, shaping how BRAC is understood by the public, partners and policymakers. It produces content for BRAC's programmes and enterprises across social media, digital platforms and institutional material, in both Bangla and English.

Project/Unit Description

The campaign and content team plans and produces content and campaigns for BRAC's digital platforms, with a focus on Facebook and LinkedIn. It turns programme work and campaign briefs into reels, captions, scripts, carousels and other short-form content that reaches a wide audience.

Purpose of Internship

This internship offers a recent graduate hands-on experience in writing and campaign support within a development organisation. The focus is on writing: turning briefs and programme work into clear, engaging content for BRAC's digital platforms. By the end, the intern will have gained experience in writing for digital storytelling, campaign planning and rollout, short-form content production, and audience engagement and analytics, while learning to work to a house style and tone of voice.

Intern's Responsibilities:

- Write concise, engaging scripts for reels and short-form video
- Draft captions, on-screen text and supporting copy for different platforms
- Turn campaign briefs and press material into audience-friendly stories
- Support the planning and rollout of communication campaigns
- Help track content across the production pipeline, from concept to publishing
- Research social media trends and formats relevant to BRAC campaigns
- Assist with filming, editing and publishing short-form content
- Present on camera where the content calls for it (an asset, not a requirement)
- Maintain BRAC's tone of voice and writing standards across all content

Requirements

- Educational Background
 - Level: recent graduate, bachelor or master level
 - Subject: media studies and journalism, communication or a related discipline
- Language Proficiency
 - Bangla (written/spoken): strong writing, fluent speaking
 - English (written/spoken): good writing and speaking
- Knowledge/Skills/Competencies: Apt writing skills in Bangla & English, strong storytelling and audience engagement; a good sense of BRAC's tone of voice and writing standards; understanding of reels and short-form content culture; familiarity with video editing tools such as CapCut, Premiere Pro or Canva; attention to detail in language, spelling and consistency; confidence on camera is an asset