

## **BRAC Internship Description – Social Media Intern**

**Programme/Enterprise:** Skills Development Programme

**Project/Unit:** BRAC ISD Online (Social Media)

**Duration:** 3 Months

**Application Deadline:** 29 September, 2022

**Starting Date:** 2 October, 2022

**Location:** BRAC Centre, 75 Mohakhali, Dhaka 1212

**Working Hours:** 8 hours

**Monthly Stipend:** 5000

### **Programme Description**

BRAC Skills Development Programme (SDP) is providing technical and employability skills through training for underprivileged youth and entrepreneurs. SDP has reached out to **320,289** youth to date. Among them **58.52%** are women. SDP worked on **46** districts covered with training on **43** formal and informal trades. SDP ensures 80% job placement for the learners. SDP works to enhance employment opportunities through apprenticeships, institution-based training and enterprise development, focusing particularly on decent jobs in the growth sectors.

### **Project/Unit Description**

BRAC ISD Online is a digital learning platform initiated by BRAC Skills Development Programme (SDP), in Bangladesh. The demand for competent and skilled professionals is rapidly increasing in Bangladesh. Although many institutions provide skills training courses, the gap still remains. To fill that gap, we encourage and support young people to pursue skills-development training through a number of multinational training partners. We ensure training and certification at par with global standards and facilitate linkage with the job market. We equip our graduates with trade-relevant skills, knowledge and soft skills to instil them with a competitive edge. Our interactive live sessions and virtual classes allow learners to engage with the best trainers and counselors.

### **Purpose of Internship**

BRAC SDP is looking for someone to support the BRAC ISD Online team from HO. This internship will provide an individual with an excellent opportunity to work with a dynamic team and gain first hand exposure to broader developmental issues, including the aforementioned project.

## **Intern's Responsibilities**

The intern will work closely with the marketing team and assist in day-to-day social media activities of the project such as:

- Being responsible for the project's social media platforms such as Facebook, Instagram, etc.
- Generating comprehensive reports on overall user sentiment and notable trends
- Suggesting new and innovative ways for social media engagement
- Suggesting and assisting in the development of new contents for social media
- Analyzing effectiveness of the digital channels and recommending appropriate approach
- Working closely with the call center team for the conversion of leads and matching the target conversion rate
- Any other support required by the supervisor

## **Requirements**

### **a) Educational Background**

- Bachelor in any discipline from any recognised university with minimum all second class/ division or equivalent GPA/ CGPA in all academic examinations

### **b) Language Proficiency**

- Bangla
  - Spoken: High
  - Written: High
- English
  - Spoken: High
  - Written: High

### **c) Knowledge/Skills/Competencies:**

- Excellent verbal and written communication skills
- Excellent analytical skills
- Excellent in operating Microsoft Office, Google Workspace and Social media
- Understanding of key development issues in the context of urban and rural Bangladesh
- Excellent team player with necessary organisational skills
- Ability to work under tight deadlines
- Willingness to travel outside Dhaka

### **d) Work/Volunteering Experience: N/A**