



WORLD HOPE INTERNATIONAL COMMUNICATIONS & MARKETING INTERNSHIP OPENINGS, SEPT – DEC 2020

World Hope International (WHI)'s Communications & Marketing (MARCOM) Department is responsible for promoting the activities and initiatives of the global alliance across more than 20 countries to local, national, and international audiences.

WHI's MARCOM covers advertising, public relations, social media and email, design, publications, website and IT, multimedia, and branding. It also provides oversight and input to all MARCOM related aspects of the Development Department, Grants, Human Resources, Programs, Events & Conferences, etc.

We are looking for self-motivated, detail-oriented individuals who enjoy interacting with people in-person and digitally as well as building connections; who are able to perform well under time-constraints; and have a passion for one or more of the core focus areas of WHI and a love of learning.

We are particularly interested in one or more candidates with some experience in and a desire to explore further either Public Relations and/or Editorial Communications and/or Multimedia.

Requirement for all positions:

- Current student (undergrad or graduate), to receive course credit for internship
- Pass background check
- Sign all WHI policies

PUBLIC RELATIONS INTERN:

The PR Intern must be good at maintaining deadlines, developing relationships with media and press, and have concise and compelling writing skills.

Learning Objectives:

Interns will get a sense of life in public relations; how to anticipate news and act proactively, cultivate press relationship and get stories published. Interns will also develop skills in SEO, improve writing and copyediting skills, and gain valuable interpersonal skills and confidence from positively engaging with various internal and external stakeholders.

Project Descriptions:



Project A: The intern will gain experience by writing and distributing press releases regarding various programming across the four sectors of Clean Water & Energy, Global Health, Protection, and Social Ventures. The project will require the intern to research and compile information regarding specific projects, work directly with the project staff to fact check and approve copy, work with the advertising staff for SEO of related content on the website, distribute press releases, facilitate interviews, and track coverage.

Project B: The intern will write copy describing projects in a specific focus area, route the copy for edits, and highlight certain aspects; all while adhering to sometimes tight deadlines. The intern will also assist in drafting, editing, finalizing, and distributing pitches and stories or articles to publications for consideration or placement.

Project C: The intern will compile media lists to distribute press releases for various activities, researching new media outlets in order to tailor lists based on specific program details. The intern utilizes Meltwater and other PR tools to create lists. The intern will track coverage and compile it into daily clips, press reports, and archives.

EDITORIAL COMMUNICATIONS INTERN

The Editorial Communications intern must have a good grasp on writing and/or editing, be able to think about the same content from multiple perspectives, have a strong sense of creativity and organization skills, and have a capacity for strong research.

Learning Objectives:

Interns who enjoy writing or editing will have the opportunity to explore the many outlets for writing and editing in international development and relief as well as the non-profit sector at large. They will learn new tools and applications, get a front-row seat to how programs in international development work and/or are connected, and leave with a portfolio of professional work they can use in the future.

Project Descriptions:

Project A: Email Advertising - Using a combination of in-house tools and MailChimp, interns will conceptualize, write, build, and route MARCOM emails for campaigns spanning numerous institutional goals and targeting specific audiences.

Project B: Collateral Production - As part of WHI's MARCOM office, interns will research and write compelling and creative copy for collateral ranging from print ads and direct mail



pieces to published blogs and stories. These stories may range from breaking news to project impacts to interviews. The interns may also assist in producing compelling content for the Grants team.

Project C: Website Maintenance - Interns will help research, develop, and maintain enticing and informative copy across the WHI websites, including short-form abstracts, long-form blurbs, new project descriptions, and language specifically tailored for target demographics. Interns will also learn how to tie the front-facing copy in on the back end with SEO keywords and text as well as learning about backend data tracking and analytics.

MULTIMEDIA INTERN

The Multimedia intern should love media in its many forms and have particular experience in professional video production and multimedia content creation and delivery, familiarity with non-linear video editing (e.g. Adobe Premiere), and image processing (e.g. Adobe Photoshop).

Learning Objectives:

Interns will have the opportunity to explore short and long form promotional content production; learn about multimedia asset management, live broadcasting, the making of short features on projects and SME's, and develop skills in web content creation and delivery, video and photo editing, and other media related tasks.

Project A: The Multimedia intern will have the opportunity to create a series of short videos featuring WHI projects, staff, and impact stories for campaign and/or unique-use, including dissemination to partners, for promotion at events and conferences, publication on WHI's YouTube channel, and more.

Project B: The Multimedia intern will assist in keeping the website updated with images, videos, and descriptions of projects and outcomes and will help curate the WHI photo and video libraries.

Project C: The Multimedia intern will also help develop a promotional and/or documentary video for WHI and will work with the Social Media team to create compelling video content for all WHI social media platforms.