INTO YOUR HANDS AFRICA
INTERNSHIP DESCRIPTION

Title: Marketing and Public Relations Internship

Into Your Hands-Africa is an international nonprofit organization that seeks to empower people living in rural Uganda through education and business development. For 15 years, Into Your Hands-Africa has been working with students, families and communities in rural Mideastern Uganda, supporting community empowerment and economic sustainability. We send students to school, create local leaders and teach practical skills intertwined with sustainable enterprise projects as requested by the communities we serve.

GENERAL SUMMARY OF DUTIES: We're looking for an individual(s) who can manage our social media platforms, create stories and program updates used for messaging, and help Into Your Hands Africa build its external presence.

Work Environment: Remote. 10-15 hours per week.

Benefits/Compensation: This position is unpaid; however, some of the benefits of working with IYHA include:

• Potential course credit depending on the requirements of your university program
• Acknowledgement and visibility on IYHA website throughout the duration and post internship
• Significant experience in the operation of an international non-profit organization with specific experience gained in research of development prospects;
• Ability to network with staff and volunteers representing over 50 additional non-profit organizations at the Posner Center, as well as, enjoy the benefits of free workshops, seminars, consulting, and fun and educational events provided through a Posner partnership

Essential Functions:

• Serves as supporting copywriter and lead editor. Helps to determine layout of materials including brochures, flyers, annual reports, presentations, web pages and email-based communications
• Research new opportunities for media coverage, online networking and strategic partnership
• Creates and maintains the organization’s communication plan and awareness dashboard around outreach activities and events
• Design case studies to be used as collateral
• Research and seek opportunities for corporate engagement and sponsorship
• Creates a multi-year strategy for IYHA’s social media presence. Expands the organization’s reach on Facebook, Instagram and LinkedIn. Manages everything from the creation of content to planning strategies and schedules.
• Creates and updates the organization’s blog posts.
• Assist Executive Director with general International NPO administrative tasks.
Qualifications:

- Experience in creating content and updates on WordPress and Canva preferred
- Experience with blogging.
- Excellent time management skills and an ability to work independently
- Undergraduates in their Junior or Senior year preferred.
- Proficiency with social media platforms including Facebook, LinkedIn, and Instagram
- Self-Driven and resourceful with a willingness to ‘jump in’ whenever possible
- Outstanding written and oral communication skills; ability to proofread
- A positive, flexible attitude
- Passionate about international nonprofit work
- Photo and video editing a plus
- Attention to detail with strong organizational and multitasking skills

The ideal candidate has an outstanding work ethic with strong writing skills and believes in the mission of empowering children and families in rural Uganda to rise above the constraints of poverty through education and business development. Beyond passion and the required skill set, this individual must be highly self driven and communicative with the Executive Director throughout their tenure with the organization. We are looking for someone who can take direction and run a project from concept to completion with ongoing support and feedback.

Please submit your resume and three references to Kristy@intoyourhandsafrica.org.