



MICROCREDIT SUMMIT CAMPAIGN

A Project of RESULTS Educational Fund

2012 Summer/Fall Internship – Communications & Social Media Microcredit Summit Campaign

The Microcredit Summit Campaign, a global anti-poverty campaign seeking to reach and empower 175 million of the world's poorest families with microloans by 2015, seeks **one (1) intern** for the Summer and Fall semesters to support the Campaign's communications and social media strategy with a view to strengthening member engagement and mobilizing the grassroots, as well as to assist with administrative tasks and basic research. The intern will have unique opportunities to interact directly with major actors in the international development field, particularly in the field of microfinance, as well as to attend learning events and seminars in the DC area.

The Microcredit Summit Campaign believes that students who complete an internship with our organization should come out of it with a more nuanced understanding of the sector, particularly who are the actors, what are the challenges and exciting innovations, and how the sector is evolving to better serve the interest of the poorest. Our staff work closely with interns as part of a close-knit team, exposing them to the inner-workings of a development organization and teaching them about the various issues that concern microfinance practitioners, such as client protection, social performance, health integration, gender empowerment, etc. Additionally, interns will have unique opportunities to interact directly with major actors in microfinance as well as to attend learning events and seminars in the DC area.

Specific duties include:

- Supporting transition and launch of new Campaign website;
- Drafting major communication pieces including press releases and email blasts sent to a 12,000 member database in English, French, and Spanish;
- Developing dissemination strategy for materials from the 2011 Global Microcredit Summit, the *State of the Microcredit Summit Campaign Report 2012*, and other Campaign projects;
- Supporting outreach and promotional strategies on social media platforms (i.e., Facebook, Linked-In, Twitter, and the Campaign blog) as well as with major print and non-print media outlets in the US and internationally;
- Supporting promotional outreach efforts to member networks and conducting follow-up as needed for those efforts;
- Providing content updates to the Campaign website, <http://www.microcreditsummit.org>;

- Communicating with member institutions in Asia, Africa, and Latin America to encourage action plan submission, answer questions, and clarify data;
- Other office administrative support and special projects as needed.

Requirements:

- Candidates should be able to commit a minimum of 24 hours per week for a minimum of three (3) months for the summer or five (5) months for the Fall semester. Preference will be given to those who can commit to 35-40 hours per week for six (6) months.
- Duration: May 18 to August 20 (summer) August 13 to December 14 (Fall).
- Proficient spoken and written English and Spanish and/or French required. Arabic and Portuguese are also useful.
- Candidates should be highly motivated self-starters with a passion for international development, and particularly for reaching and empowering the very poor.
- Candidates do NOT have to currently be enrolled in an academic program.

PLEASE NOTE: This is an unpaid internship. A transportation stipend may be provided upon request.

Send resume and cover letter to info@microcreditsummit.org. No phone inquiries please.

Microcredit Summit Campaign
1730 Rhode Island Avenue NW, Suite 400
Washington, DC 20036

About the Campaign:

MCS brings together microfinance practitioners, advocates, educational institutions, donor agencies, international financial institutions, non-governmental organizations and others involved with microcredit to promote best practices in the field, to stimulate the interchanging of knowledge, and to work towards reaching our goals.

In 2005, the organization successfully completed a nine-year campaign, having reached nearly 100 million of the world's poorest families. The Campaign is now focused on two pressing goals for the period 2006-2015:

1. Working to ensure that 175 million of the world's poorest families, especially the women of those families, are receiving credit for self-employment and other financial and business services by the end of 2015;
2. Working to ensure that 100 million families rise above the US\$1 a day threshold adjusted for purchasing power parity (PPP), between 1990 and 2015.

For more information please visit our website: <http://www.microcreditsummit.org>