



## MICROCREDIT SUMMIT CAMPAIGN

A Project of RESULTS Educational Fund

### Communications & Social Media Internship

*Applications received on a rolling basis*

#### How you will benefit

You will gain a nuanced understanding of the microfinance and financial inclusion sector, particularly who the actors are, what the challenges and exciting innovations are, and how the sector is evolving to better serve the interest of the extreme poor.

You will have opportunities to interact directly with major microfinance actors, as well as to attend learning events and seminars in the DC area.

You will learn about various issues that concern microfinance practitioners, such as social performance, health integration, and gender empowerment.

You will be an integral part of a close-knit and fast-paced team, observing the inner-workings of a development organization.

You will hone your communications skills—from writing to design, from social to traditional media—and you will build your experience in brand management.

#### What you will do

You will support the Microcredit Summit Campaign's communications and social media strategy with a view to building our brand as the leading voice for financial inclusion that reaches the extreme poor by,

- Helping to design and implement a communications strategy for the Campaign generally and for each project.
- Leading our digital/social media outreach.
- Providing input on graphic design of communications & marketing materials (print and digital)—with the possibility of doing the design.
- Cultivating relationships with traditional and new media outlets in the US and internationally.
- Supporting dissemination strategy for learning materials and best

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*The Microcredit Summit Campaign is a global anti-poverty campaign pursuing two goals: 1) reaching 175 million of the world's poorest families with microfinance and 2) helping 100 million families lift themselves out of extreme poverty.*

*The Campaign convenes a broad array of actors involved with microfinance to promote best practices in the field, to stimulate the exchange of knowledge and to work towards alleviating world poverty through microfinance.*

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### Your impact

*As communications & social media intern, you will*

**help define our brand**

*cultivate media relationships*

**create a portfolio of marketing collateral**

*revolutionize our social media profile*

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practices from the various Campaign projects.

- Drafting major communication pieces including press releases and e-newsletters sent to an 10,000 member database in English, French, and Spanish.
- Translation of communications pieces into French and/or Spanish.
- Providing content updates to the Campaign website, blog, and microsites.
- Other support and special projects as needed.

## What we will be considering

- Candidates should be able to commit a minimum of 24 hours per week; preference will be given to those who can commit to 40 hours per week.
- Duration:
  - Fall/winter: through January 30th
  - Winter/spring: January 5 – May 30; preference to longer commitment.
  - Summer: May 30 – August 22, preference to those able to stay for the fall semester
- Proficient spoken and written English and French and/or Spanish highly recommended. Arabic and Portuguese are also useful.
- Proficiency with software or other programs for **graphic design** (InDesign and Photoshop/Illustrator), **email marketing** (Constant Contact), **website** (WordPress [.org and .com], Square Space), and **video editing** (we use YouTube because we aren't video editors).
- 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. Support will be given for receiving credit through your academic institution.**

Send your resume and cover letter to [info@microcreditsummit.org](mailto:info@microcreditsummit.org). No phone inquiries please. For more information please visit our website: <http://www.microcreditsummit.org>.