**Terms of Reference**

**Communications Intern**

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**Scope of Responsibilities:**

Communication Intern for Concern Worldwide in Bangladesh will play a pivotal role in supporting our communications, visibility, and public relations efforts.

**Responsibilities:**

You will have the opportunity to work closely with our dynamic team to create compelling content, engage with our audience on social media, and help us maintain strong donor relationships. The Communications Intern will work under the supervision of the Communications Coordinator to implement the Communications Strategy and Communications Plan Bangladesh to increase profile of Concern Worldwide Bangladesh

The objectives of the engagement are shared in the following matrix along with the activities, expected results and timeline for better understanding:

|  |  |  |
| --- | --- | --- |
| **Objectives** | **Activities** | **Expected Results** |
| 1. Support Social Media Strategy
 | * Assist in planning and executing the organization's social media strategy.
* Create engaging and relevant content for various social media platforms.
* Explore and implement AI-based content tools and social media management tools for increasing social media engagement.
* Monitor and analyze social media metrics to improve performance.
 | * Execution of the organization's social media strategy.
* Create engaging and relevant content for various social media platforms.
* Increase social media engagement.
 |
| 1. Support the Development of Capacity Statements and Donor Engagement Material
 | * Collaborate with team members to develop capacity statements and donor engagement materials.
* Conduct research and compile data/content to create persuasive documents.
* Ensure consistency and alignment with the organization's positioning, messaging and branding.
* Establish a contact details database for donors and partners (donor, UN, INGO’s, etc.)
 | * Compiled data/content to create communications documents.
* Developed contact database of donors and partners
* Collaborated developing capacity statements
 |
| 1. Support Content Development
 | * Work closely with project teams to gather information and create compelling content related to ongoing projects.
* Write articles, blog posts, and case studies to showcase our impact and success stories.
* Develop multimedia content, including small videos, photographs and infographics.
 | * Gathered information and created communications content related to ongoing projects.
* Produced articles, blog posts, and case studies to showcase our impact
* Developed multimedia content (eg-small videos, photographs and infographics.)
 |
| 1. Support Events and Media Engagement
 | * Assist in Communications planning and execution for events, conferences, and webinars.
* Prepare press releases, media kits, and other materials for media engagement.
* Assist in communications with media outlets and journalists to promote our initiatives.
 | * Assisted communication activities in events/ conferences, and webinars.
* Developed press releases, media kits for media
* Assisted in communications with journalists
 |
| 1. Organize Storage and Branding of Communications and Visibility Material
 | * Maintain an organized database of communication and visibility materials.
* Ensure easy access to promotional materials, photos, stories, videos and other visuals.
* Contribute to the event design and brand setup of displays for events a conferences.
 | * Maintained database of communication and visibility materials for donors and programme development quality.
* Archive, photos, stories, videos and other visuals.
* Branding event with Concern visibility.
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**Obligations:** Maintain high level of confidentiality, integrity wherever the incumbent come across sensitive information’s/data. Person shall accept, adhere to all Concern Worldwide policies (Code of Conduct and its associated safeguarding policies). A report shall be prepared and submitted by the incumbent on completion of the six months tenure prior to the final settlement is made.

**Accountability:** The professional Intern is accountable to the Communications Coordinator for performance.

**In line with Concern’s commitments under the Core Humanitarian Standard (CHS):**

* Actively promote meaningful community participation and consultation at all stages of the project cycle (planning, implementation, M&E);
* Work with relevant colleagues to ensure that the Complaints and Response Mechanism (CRM) is functional and accessible, that feedback and complaints are welcomed and addressed;
* Work with relevant colleagues to ensure that information about CRM, safeguarding and expected staff behaviour is disseminated among programme participants and communities
* **Recruitment Requirements:** Graduated with a university degree in fields such as Communications/ Media Communications/ Journalism/ Media Studies, Development Studies/ International Relations/ Communication Science, Business Communications/ Mass Communication/ Public Relations, or related disciplines.

**Job related knowledge:**

* Strong written and verbal communication skills.
* Proven experience with social media platforms and content creation.
* Tech-savvy and good experience and knowledge of how to leverage AI for social media and content creation, as well as competent usage of social media management tools
* Proficiency in Microsoft Office
* Proficiency in Canva / Microsoft Design software (e.g., Adobe Creative Suite)
* Enthusiastic about humanitarian and development work.
* Highly organized with excellent attention to detail.
* Ability to work independently and as part of a team.
* Adaptability and a willingness to learn and grow.

**Time period:** **Nine (09)** Months from the date of joining.

**Location:** Concern head office in Dhaka

**Safeguarding at Concern: Code of Conduct and its Associated Policies**

Concern has an organisational Code of Conduct (CCoC) with three Associated Policies; the Programme Participant Protection Policy (P4), the Child Safeguarding Policy and the Anti-Trafficking in Persons Policy. These have been developed to ensure the maximum protection of programme participants from exploitation, and to clarify the responsibilities of Concern staff, consultants, visitors to the programme and partner organisation, and the standards of behaviour expected of them. In this context, staff have a responsibility to the organisation to strive for, and maintain, the highest standards in the day-to-day conduct in their workplace in accordance with Concern’s core values and mission. Any candidate offered a job with Concern Worldwide will be expected to sign the Concern Staff Code of Conduct and Associated Policies as an appendix to their contract of employment. By signing the Concern Code of Conduct, candidates acknowledge that they have understood the content of both the Concern Code of Conduct and the Associated Policies and agree to conduct themselves in accordance with the provisions of these policies. Additionally, Concern is committed to the safeguarding and protection of vulnerable adults and children in our work. We will do everything possible to ensure that only those who are suitable to work or volunteer with vulnerable adults and children are recruited by us for such roles. Subsequently, working or volunteering with Concern is subject to a range of vetting checks, including criminal background checking.