



AFRICAN FORUM AND NETWORK
ON DEBT AND DEVELOPMENT

Internship Job Description Campaigns & Communications

Position: Campaigns & Communications Intern

Reports to: Campaigns & Communications Manager

Role Overview

The Campaigns & Communications Intern will assist the department in creating, executing, and promoting communication and campaign strategies that advocate for policy changes and raise awareness on key social and economic issues. The intern will gain hands-on experience in media relations, content creation, and social media management, as well as support the development of advocacy campaigns.

Key Responsibilities

- **Content Creation.** Assist in writing, editing, and developing engaging content for various platforms (website, social media, newsletters, reports). This includes human interest stories, press releases, blogs, and other campaign-related content.
- **Social Media Management.** Help in managing and creating content for social media platforms, including scheduling posts, responding to comments, and tracking social media metrics.
- **Research.** Conduct research to support campaigns and communication efforts, including media trends, advocacy opportunities, and relevant socio-economic issues.
- **Media Engagement.** Assist in building relationships with media outlets and journalists, organizing press releases, and tracking media coverage.
- **Campaign Support.** Provide logistical and administrative support in the planning and execution of campaigns. This includes developing campaign materials, organizing events, and liaising with partners and stakeholders.
- **Monitoring and Reporting.** Assist in monitoring the impact of communications and campaign activities, compiling reports, and analyzing the effectiveness of strategies.
- **Participatory Communication.** Support the department's localization and participatory communication strategies, including translating key messages into accessible formats for diverse audiences.
- **Storytelling & Edutainment.** Help develop stories that humanize the impact of social and economic inequalities, as well as educational and entertaining content that engages target audiences.
- **Advocacy Initiatives.** Assist in the planning and coordination of advocacy initiatives aimed at influencing policymakers and other stakeholders.
- **Administrative Tasks.** Provide general administrative support to the Campaigns & Communications department, including organizing meetings, maintaining files, and managing calendars.

Qualifications

- Bachelor's degree in Communications, Journalism, Public Relations, Media Studies, International Relations, or a related field.
- Previous experience in communications, media, or advocacy is an asset, though not required.
- Familiarity with content creation tools and social media platforms.
- Passion for social change, policy advocacy, and development issues.

Learning Outcomes

- Gain practical experience in communication strategy development and campaign execution.
- Enhance writing, research, and analytical skills.
- Develop a deeper understanding of media's role in shaping public policy and influencing decision-makers.
- Strengthen project management and organizational skills.
- Exposure to advocacy and participatory communication methodologies.