

## **JOB DESCRIPTION – OUTREACH & MARKETING INTERN**

Advancing Girls' Education in Africa (AGE Africa) seeks a dynamic, self-starter to assist with outreach, marketing, and our annual [Ride for Malawi event](#). The internship is an excellent opportunity to be an integral member of AGE Africa's staff, gaining experience in fundraising, international development, communications, and the day-to-day operations of an international non-profit organization. The Outreach and Marketing Intern will report to the Development Manager.

### **Internship Description and Educational Objectives:**

The candidate will gain the following educational knowledge and training by the end of this internship:

- In-depth knowledge of the operations of an international non-profit
- Working knowledge of education for international development work
- Increased knowledge of programs that increase graduation rates for girls in rural Malawi
- Ability to tailor written content to a diverse set of audiences using a variety of formats
- Experience working independently and collaboratively in a fast-paced environment
- Experience designing and implementing social media and fundraising campaigns
- Experience coordinating an in-person fundraising event (Ride for Malawi)

### **Responsibilities include (but are not limited to):**

- Create digital content for and monitor AGE Africa's social media accounts
- Design promotional materials for the 2022 Ride for Malawi
- Assist with the creation of new website content and program overviews
- Summarize research on articles related to girls' education in Malawi
- Provide support for on-going development activities including prospect research and marketing campaigns
- Perform general administrative tasks as needed
- Assist with in-person coordination at the Ride for Malawi on Saturday, September 10 in Washington, DC

### **A successful candidate:**

- Has excellent grammar, writing, and organizational skills
- Has an interest in marketing, event management, and social media
- Has demonstrated ability to coordinate logistics and implement action plans
- Can work independently and manage own deadlines
- Has demonstrated organization skills and strong attention to detail

### **The ideal candidate will:**

- Be interested in girls' education, international development/education and/or non-profit administration
- Have prior leadership experience coordinating events
- Have an eye for graphic design and knowledge of Canva and photo editing tools
- Have experience with donor databases, WordPress, Constant Contact, Loomly, Facebook, Instagram, Twitter, and LinkedIn



### **Work Schedule/Time Commitment**

This position is part-time, with a time commitment of 20-25 hours/week beginning in May or June 2022. The internship will be a minimum of one semester with the option to extend. Weekly hours and the duration of the internship will be agreed upon prior to accepting an offer.

Flexibility for remote work will be considered. The ability to attend the in-person Ride for Malawi in Washington, DC on Saturday, September 10 is required.

### **Stipend**

A \$500 stipend will be provided per semester. Academic credit is available per university approval.

### **Application Details:**

**To apply for this internship**, send a cover letter, resume, and writing sample in one PDF document to [ehall@ageafrica.org](mailto:ehall@ageafrica.org) by **April 15, 2022**.

Cover letters should include:

- The number of hours you anticipate being able to work each week
- The number of months you are available for this internship
- Whether or not you will be seeking academic credit for the internship
- Why you are interested in working for AGE Africa
- How you will bring value to the AGE Africa team

Please put your name and the position you are applying for in the subject line of your email. To be considered, your application must be submitted via email. No phone calls, please.

AGE Africa is an Equal Opportunity Employer.