

Communications Intern (Social Media and Content Development)

Location: [Africa] [Zimbabwe]

Town/City: Harare

Category: Exceptions

Job Type: Fixed term, Full-time

BACKGROUND

World Vision is a global Christian relief, development and advocacy organization dedicated to working with children, families and communities to overcome poverty and injustice. We are a community of close to 40,000 staff working across the world to help change the lives of vulnerable children. Our supporters, partners and staff join forces with communities on the ground to help children enjoy good health, be educated for life, experience the love of God and their neighbors and be cared for, protected and participating in addressing issues that affect their lives.

World Vision has been active in Zimbabwe since 1973. Our operations are spread across 9 out of 10 provinces, with a majority of over 1.75 million beneficiaries in rural areas. Our current programs focus on improving the well-being of boys and girls in three priority sectors: health and nutrition, livelihoods and education. We also focus on child protection, gender and disabilities, emergency assistance and resilience building as cross cutting priorities across our programs. If you share the same vision, JOIN US and contribute to life in all its fullness for the children and communities we serve

Position: Communications Intern (Social Media and Content Development)

Purpose: The jobholder will play a supporting role in coordinating our communications external

and internal engagement platforms to help tell the World Vision Zimbabwe (WVZ) story better. The Social Media Intern will be responsible for coordinating and enhancing the organization's social media and digital strategy/plan, working across key social media channels including Facebook, Twitter, YouTube and the World Vision Zimbabwe website. This role will be instrumental in increasing our social media presence and gaining visibility as a reputable child-focused organization in Zimbabwe with our stakeholders and partners, in line with the organization's priorities and overall strategy.

Position location: Harare, Zimbabwe

Key responsibilities

- Help grow WVZ digital media footprint
- Compiling and reporting impact stories (Grants, Technical Programs, Faith and Development, Advocacy and Response) on internal and external digital platforms
- Routine social media updates. Assisting with the drafting and publishing of interesting and topical updates for Facebook/Twitter/Instagram and World Vision International (WVI) website
- Act as WVZ photographer, ensuring high quality images for use on social media and with national media
- Support at major events, ensuring the communications aspects of events run by the organization are handled, shared and reported professionally

Social Media Management

- Help grow WVZ digital media footprint and positioning

- Assist with streamlining the organizations social media accounts (e.g. Facebook, Twitter,

YouTube), ensuring uniform content and tone of voice for landing pages, graphics, and other elements

- Work to increase the number of followers we have on Twitter by following and engaging with relevant partner and stakeholder pages and handles
- Monitoring and replying to Tweets from followers in consultation with Advocacy, Communications and External Engagement (ACE) Team lead
- Posting planned Tweets and using tools like Tweet Deck to plan forward-looking Tweets over weekends and holidays
- Posting updates to the WVZ Facebook account in consultation with ACE Team lead
- Build Facebook 'likes' by approaching potential partners and followers through other social media channels and email marketing campaigns

Coordinating and Distributing Content

- Scheduling and coordinating a monthly brainstorming meeting with ACE team to establish content ideas for the month ahead, and to plan for a monthly social media, WVI page calendar
- Help to create one piece of video content per month and post on You Tube and share excerpts on social media
- Track and report website statistics using Google Analytics. Look at how well specific content performs (share rating, likes, views) and try to generate new content that does

the same or better

Knowledge, Skills and Abilities

- Must have a Degree from a recognized institution of higher learning, in Media, Journalism, History or Politics
- Proven written communication skills, and a passion for writing both short- and long-copy experience with content development in the development space an advantage
- Excellent verbal communications skills
- An interest in development communications, social media or reputation management
- Familiarity with key social media tools (e.g. Twitter and Facebook) and with Microsoft Office

products (e.g. Word, PowerPoint, Excel)

- Ability to communicate across diverse groups on social media and other digital platforms
- Excellent attention to detail and a high motivation to learn
- A proactive, service-focused attitude towards tasks given even under pressure
- The ability to work collaboratively with a team
- Be prepared to travel to the field occasionally

Interested candidates who meet the above requirements are required to submit their curriculum vitae & cover letter outlining their suitability for the preferred position to: The People & Culture Manager, World Vision Zimbabwe, **59 Joseph Road, Mt Pleasant, Harare**. The deadline for applications is end of day 19 October 2020.

NB: Shortlisting will be done as applications are received. Only shortlisted candidates will be contacted.

Female applicants are encouraged to apply.