

COMMUNICATIONS INTERN (KENYA)

Terre des Hommes Netherlands is looking for a Communications Intern for the Kenya Country Office, to be based in Nairobi, Kenya. This is a national internship, open to applicants who can prove the right to live and work in Kenya. The internship period will be for six months starting from February 2023.

Background

Terre des Hommes Netherlands (TdH NL) is an international child rights organisation committed to stopping child exploitation. Our mission is to protect children by preventing and stopping child exploitation, and by empowering children to make their voices count. Our vision is that 'children can flourish in a world free of all forms of exploitation.

Our vision and mission are inspired and guided by international human rights instruments and standards, in particular the United Nations Convention on the Rights of the Child, the Council of Europe's Lanzarote Convention, the International Labour Organisation Conventions and aligned with achievement of the SDGs, in particular Goals 5, 8 and 16.

In 2022, Terre des Hommes Netherlands launched its 2023-2030 Listen up! Strategy with the aim of creating systemic change addressing the root causes of child exploitation. We will achieve this by empowering children and their communities, connecting them with those who have power to enact change, engaging in lobby & advocacy campaigns, working with partners to build resilience of children, families and communities and utilising our knowledge and expertise to co-create sustainable, evidence-based solutions.

In Africa, Terre des Hommes Netherlands works in Kenya, Uganda, Tanzania, Ethiopia and Madagascar. In Kenya, TdH NL programmes are implemented in Central, Rift Valley, Coastal, Western and Northern regions of Kenya where we collaborate with other CSOs and networks in the execution of projects aimed at preventing child exploitation and providing assistance to exploited children.

Objective of the internship

The Communication Intern will support the implementation of the communication plan and deliverables, as outlined in the Kenya Country Annual Plan 2023. The deliverables are organised around Communication for marketing and brand positioning, Communication for awareness and behavior change, Communication for advocacy and lobbying and, Communication for promoting learning. He/she will support engagement in strategic communication as informed by the need to constantly communicate results, increase visibility, profiling and positioning in the country with the government, other civil society organisations and most importantly with donors and key funding agencies.

The Communications Intern will report to the Country Manager Kenya, while at the same time receiving mainly technical guidance from the Senior Regional Communications Officer, with whom (s)he will be working closely with.

Main Duties and Responsibilities:

1. Support in implementing the communication plan as outlined in the 2023 Country Action Plan
 - Strengthen TdH NL brand and visibility through communicating about project/programme milestones and achievements on online and offline channels
 - Develop, schedule and publish monthly content on social media platforms (Facebook, Twitter, LinkedIn)
 - Maintain and update country specific content on the Terre des Hommes Netherlands website.
 - Develop high quality communication products (case stories, photos, project-specific or thematic documentaries, short videos, op-ed Articles, newsletters etc.) to enhance our brand visibility and strengthen our ‘influential expert’ positioning.
 - Identify, engage and work with a strategic media consultants to support us in securing paid and non-paid media opportunities on TV, Radio and Print media, circulating press releases, and opinion articles (produced internally per quarter), airing project
 - Develop or package communication and profiling materials for the Kenya Country Office, such as fact sheets, news bulletins, brochures etc
 - Support the procurement of branded items, if and where applicable, and other initiatives to increase TdH NL’s visibility in-country
 - Provide hands-on support during project monitoring visits and documentation, and in organising events such as project campaigns and launches (including the 2023-2030 ListenUp Strategy Launch) within the Kenya country programme
 - Manage the kenya@tdh.nl mailbox, in close consultation with the Country Manager
 - Identify brand ambassadors (including children) and involve them in promoting and raising awareness of our work
 - Build the branding compliance and communication capacities of our local partners through conducting various refresher trainings on branding and visibility, storytelling and photography and conducting close monitoring and follow ups for quality control
 - Assist in supporting the project teams with all their communication needs in close collaboration with the Senior Regional Communications Officer

2. Assist in improving TdH NL’s branding/visibility through local partners
 - Support in guiding partners and country teams on the application of TdH NL’s branding and visibility guidelines

terre des hommes

stops child exploitation



- Ensure proper branding is applied before designs are submitted to the Senior Regional Communications Officer for formal approval
 - Monitor and ensure branding and marking compliance by all partners and adhere to donor branding and marking policies
 - Provide support in the development, production and dissemination of advocacy publications such as policy briefs
3. Support the Senior Regional Communications Officer in execution of the Marketing and communication commitments
- Collect and compile information from the Kenyan programmes for onward sharing to support in development of communication products e.g. case stories, op-ed Articles, newsletters etc.
 - On request, assist in other implementation tasks such as updating the TdH NL website, and the regional social media pages , providing content for the monthly newsletters, sharing updates on internal channels and any other tasks assigned

Knowledge and experience

- Bachelor's Degree in communications, journalism or multimedia.
- Experience in social media and web content management (including working with content management software)
- Experience in writing, proofreading and editing various communication materials for dissemination on the website and social media platforms, basic knowledge in graphic design
- Experience in taking photos and videos during events and field visits
- Experience in media relations
- Computer literacy: well conversant with working in the Google Cloud and its applications (Google Docs, Sheets, Slides, etc), including basic skills in working with photo and video editing software.
- Ability to undertake desk research using various (mainly internal) resources
- Ability to work well with diverse teams including partners and donors
- Ability and willingness to travel to project locations in Kenya

Competencies

- Thorough and precise working style, with strong attention to detail.
- Dynamic, self-motivated and self-starting personality who can and will take initiative.
- Social skills to work on his/her own within a team.
- Basic knowledge and understanding of child protection issues in Kenya
- Strong oral and written communication skills with excellent command of English
- Strong interpersonal skills with the ability to operate effectively in an environment with multiple stakeholders
- Ability to plan and organise well, setting goals and achieving results in line with the goals set.

terre des hommes

stops child exploitation

- Ability to manage multiple tasks and respond flexibly to changing priorities.
- Ability to think 'outside the box' for creative communication solutions.
- Fast learner with ability to follow instructions and organisational related policies.

Application procedure

Interested candidates are invited to write a motivation letter no longer than 250 words in which you describe your career aspiration, how this internship is going to help you in achieving this, and why you think you are the best candidate for this position.

Please send your motivation letter, curriculum vitae and a maximum of three recent examples of your editorial work by e-mail with subject line *Communications Intern Kenya* to: recruitment.africa@tdh.nl clearly demonstrating how you meet the qualifications for this internship, not later than by *28th January 2023*.

For more information about this internship, you can contact us through the same email address.

Kindly also note that due to the expected large responses only shortlisted candidates will be contacted.