

## Internship Opportunity with Academics without Borders (AWB) Universitaires sans frontières (USF) Summer 2015

**POSITION TITLE:** Social Media Intern

**LOCATION:** Montreal, Canada

**DESCRIPTION OF THE HOST ORGANIZATION:** [AWB](#) is a non-profit organization with a mission to support developing countries build capacity in higher education by sending volunteer professionals and academics on projects in the developing world. Our goal is to assist countries educate and train the professionals and experts that they need for their development. Since 2009, AWB has implemented 50 projects in 14 countries: Benin, Chile, Indonesia, Ethiopia, Ghana, Liberia, Namibia, Nepal, Nigeria, Rwanda, Uganda, Tanzania, Kenya and Sierra Leone. AWB's projects have focused on a number of areas, including, health, teaching and learning methodology, various academic disciplines, student services, and back office operations.

AWB is headquartered in Montreal, but has no bricks and mortar. We operate a virtual office with those who work with and for us spread out across Canada. We are a bi-lingual NGO and do projects in both Anglophone and Francophone countries. We have partnerships with several institutes, centres, schools, and faculties at various Canadian universities and with several professional associations.

### **INTERN'S DUTIES & RESPONSIBILITIES:**

Under the supervision of the Fund Raising Manager, the intern will focus on the enhancement of the organization's existing social media portals (e.g. Facebook and LinkedIn) as well as providing support to the website manager and website editor in improving AWB's website.

Specific tasks include:

- Creating other social media voices that engages the public
- Maintaining an active presence on social media sites
- Researching social media tools for non-profit organizations and performing an online market analysis of practical tips and tools for marketing and advocacy for nonprofit sector through social media
- Implementing creative ideas, and brand marketing that would increase visibility of AWB's mission and projects in the developing world therefore attracting potential donors
- Updating AWB's existing social media platforms (i.e. Facebook page, LinkedIn) and exploring the establishment of other accounts (e.g. twitter, Google+)
- Providing material and support to the web master and web editor in updating and revamping AWB's existing bilingual website for increased visibility and alignment with its social media sites.
- Fulfilling other duties as assigned by the Executive Director or Associate Executive Director
- Although majority of the internship is online-based, there may be times when in-person meetings are required

### **McGILL UNIVERSITY REQUIREMENTS:**

- U2, U3 or graduate (MA, PhD) McGill Faculty of Arts, Public Relations, Marketing or Communication Studies
- Minimum GPA of 2.7
- Returning to McGill in the fall following the internship

- Students must fulfill Faculty of Arts requirements as outlined in the Handbook for Interns at [www.mcgill.ca/arts-internships/forms](http://www.mcgill.ca/arts-internships/forms)

#### **HOST ORGANIZATION REQUIREMENTS:**

- The candidate should have their studies focused on communications or should have strong interest and skills in social media tools and their application for the benefit of non-profit organizations
- Candidate should possess a personal computer or laptop with software necessary to fulfill the internship tasks
- High proficiency in MS Office, with knowledge of Facebook, LinkedIn, Twitter, Google+, and other social media platforms
- Excellent written (content creation) and communication skills
- Organized and detail oriented
- Independent and able to work with little supervision
- Creative
- Have a strong interest in AWB's mission and mandate
- Interested candidates must be fluent in either French or English; bilingualism is an asset.

*The intern's duties and projects may not be as listed. These will depend on the needs of the host organization.*

**DATES:** The intern can expect to work twelve weeks from May 11<sup>th</sup> to July 31<sup>st</sup>, 2015.

**HOURS:** This is flexible depending on activities, but is normally 35-40 hours per week.

**REMUNERATION:** Unpaid. Successful applicants may be eligible to apply for Faculty of Arts Internship Awards. See <http://www.mcgill.ca/arts-internships/awards/apply> for more information.

**COSTS:** The intern is responsible for all costs associated with the internship including transportation, accommodations, etc.

**TRAVEL ARRANGEMENTS:** Preparing travel arrangements to and from the internship host community is the responsibility of the intern.

**ACCOMMODATIONS:** Finding suitable lodging during the internship is the responsibility of the intern.

**HOW TO APPLY:** Students must complete the online Arts Internship Application Form <http://www.mcgill.ca/arts-internships/find/mcgill/online-application-form-arts-internship-office-internships>

and submit the following in person to Leacock room 307:

- Official McGill transcript printed in a sealed envelope (note: This must be ordered on Minerva at least two weeks in advance)
- A photocopy of your McGill ID

The AIO will only consider applications received from students' official McGill e-mail accounts

#### **Please Note:**

Only short-listed candidates will be contacted. At that time, you may be asked to come in for an interview. The Arts Internship Office will then transmit the selected applications to the host organization, which will ultimately be responsible for the selection of the candidate(s).

*If you feel you have experienced barriers which have had an impact on your academic performance and wish to highlight these to the selection committee, the documents or comments will be taken into consideration in the application process.*

**APPLICATION DEADLINE:** February 2<sup>nd</sup>, 2015

**INTERNSHIP TRAINING MODULE:** Successful candidates are required to attend all Faculty of Arts Interns Information Sessions and Workshops listed at: <http://www.mcgill.ca/arts-internships/calendar>. These include the mandatory AIO Interns Meeting held on March 12, 2015 for all AIO interns.

**IMPORTANT INFORMATION FOR SUMMER INTERNSHIPS OUTSIDE OF CANADA:**

**WORKSHOPS:**

Successful candidates are required to attend the following sessions:

- Faculty of Arts Interns Information Session – Mid-March 2015
- Cross-Cultural Workshop – March 2015
- International Internship Experience Panel – April 2015
- University-Wide International Travel Pre-Departure Session – April 2015
- International Internship Debriefing Session – September 2015

**HEALTH AND SAFETY:**

All applicants should consult the Department of Foreign Affairs and International Trade Canada (DFAIT) Travel Reports for the internship host country prior to applying for this internship.

[http://www.voyage.gc.ca/countries\\_pays/menu-eng.asp](http://www.voyage.gc.ca/countries_pays/menu-eng.asp)

Traveling, living and working abroad can involve certain risks to your health and safety that differ from your home country. These may include: crime, political/social instability, tropical diseases/infections, extreme weather conditions, poor infrastructure, etc.

The Arts Internship Office cannot guarantee the safety of any intern in their host country. It is up to the student to fully assess and prepare for any health or security risks that may be involved in pursuing this internship. Applicants are encouraged to discuss potential risks with their family prior to applying.

Applicants must ensure that they are physically and mentally capable of successfully completing an internship in the internship host country. The Arts Internship Office may request a doctor's attestation that an applicant is sufficiently healthy to complete an internship.

**ENTRY REQUIREMENTS:**

Interns are responsible for informing themselves of what entry requirements are required to visit and work as an intern in the internship host country. These may include a visa, work permit, passport valid for at least 6 months after entry, and proof of certain vaccinations.

The intern is responsible for acquiring all necessary documents in time for the beginning of their internship.

**FOR MORE INFORMATION**

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