

Internship: Marketing and Communication

Location: Amsterdam, the Netherlands. Currently remotely due to Covid.

At Akvo, we are looking for a talented marketing and communications intern with flair for copy, a creative and analytical mind, and a passion for creating and sharing content for the global good.

About Akvo

We believe that sustainable change will happen faster if governments and non-governmental organisations become more effective, accountable and collaborative. With a team of data and development experts, an open source data platform and a proven methodology, we help governments and non-governmental organisations become data driven so that they can achieve inclusive and sustainable impact. We support the improvement of water, sanitation and agriculture management and have a strong commitment to the sustainable development goals.

Profile

Openness and communication is at the heart of what we do at Akvo. As our marketing and communications intern, you'll work closely with our Communications Manager to reach the right people with the right messages about how Akvo can help them improve their international development work.

We work in a distributed team which means a highly proactive, self-motivated, 'can do' attitude is essential.

You'll be part of our international Marketing and Communications team and report to our Head of Marketing and Communications.

Main tasks

- Support website and blog content management.
- Provide input and support for lead generation and nurturing campaigns.
- Manage social media channels (LinkedIn, Twitter, Facebook and Youtube) and research and advise on best practices.
- Support the production of imagery and video.
- Provide input and support for the production of materials in different on- and offline media and languages, working closely with the communications manager, the head of marketing and communications, and the art director.
- Support the creation of web analytics reports.
- Contribute to market research efforts to uncover the viability of current and existing products/services/solutions
- Support internal communications.

Requirements and competencies

- Good understanding of marketing principles and processes, inbound marketing, content marketing and lead generation processes.
- Ability to help create content for different audiences and channels.
- Excellent English, including the ability to write compelling content in clear language.
- Ability to take an accurate brief – which means asking the right questions – and provide sound input to ensure high quality results that meet identified needs.
- A good understanding of the principles of visual design; a great sense of when something looks good, or, when it's not working, how to address it.
- Understanding of how to optimise materials so that they can be adapted for different formats, devices, geographic settings and languages, including situations where Internet access is intermittent or slow.
- Ability to work well with different people, within and across teams, and by yourself.
- Awareness of considerations for an international organisation with colleagues, partners and audiences who are distributed across the globe and come from many different nationalities and cultures.

It would be nice if you also had some of these competencies:

- Additional language(s) would be an asset, particularly Spanish or French.
- Awareness and understanding of open source technology and practices.
- Understanding of the international development sector.
- Experience and understanding of video production and editing techniques.
- Pursuing a degree or professional qualification in communications, marketing, design or similar.
- An active presence on social media (particularly Twitter) and familiarity with tools such as WordPress, HubSpot, Canva, Skype, Dropbox, Flickr, Google Docs and image and video editing software.

What we offer

- An opportunity to work in the field of data, technology and international development, in a creative, mission-driven and entrepreneurial environment.
- Interesting, varied and creative projects to work on.
- Ample opportunity to shape your own professional development, as well as playing a role in steering Akvo's development.
- An opportunity to be part of an inspiring, global, internal and external network of professionals, eager to make the data-driven development work.
- € 250 per month and travel cost

The internship is based in Amsterdam. Currently remotely due to Covid.

To apply

To apply for the position, please send your motivation letter and resume in PDF to Jochem van Berne at work@akvo.org before 30 June 2021. Please mention in the subject: Internship Marcomms – Amsterdam.