



THE CENTRE FOR COUNSELLING, NUTRITION AND HEALTH CARE, (COUNSENUTH)

INTERNSHIP OPPORTUNITY – COMMUNICATION & CREATIVE INTERN

The Centre for Counselling Nutrition and Health Care (COUNSENUTH) is a leading Indigenous Non-Governmental Organisation (NGO) registered under Certificate of Ordinance No.9495 in 1998 that is committed to achieving optimal nutrition and quality life for children, women and other vulnerable groups in Tanzania. COUNSENUTH works to improve the quality of life of vulnerable groups through cost effective, innovative evidence-based health, nutrition, education, gender climate change and other related actions with advocacy for better governance and accountability and active engagement of citizens in health and nutrition.

Overview of the Position;

The **Communications & Creative Intern** will support the development of various print and audio-visual education materials including updating of COUNSENUTH website and all social media, ensuring that they respond to audience needs and COUNSENUTH's Mission and programs/projects 'objectives. This position supports the Director of Programs, and other staff who are responsible for the entire end-to-end process of defining requirements, will work with you in conceptualizing the creative direction, visualizing and creating graphics, including illustrations, layout of pages, logos, layouts, and photos, and coordinating print jobs and planning a long-term communication and IT strategy. The Intern who has communication background and has creative eye, computer skills including graphics skills will be an ideal candidate. It is expected that the opportunity will also provide you with your own skills development especially if you can link to communications experts. He/she shall be placed in Dar es Salaam but will travel to project sites within Tanzania.

The Intern will report to: Director of Programs – The Centre for Counselling Nutrition and Health Care (COUNSENUTH)

Location: Dar es Salaam, Tanzania.

Roles and Responsibilities include:

1. **Content Creation:**
 - Develop compelling written, visual, and multimedia content for various platforms, including social media, websites, newsletters, and print materials.
 - Ensure that all content aligns with the COUNSENUTH's brand and messaging guidelines.
2. **Communications Strategy:**
 - Develop and implement communication plans that support the organization's goals and objectives.
 - Identify key audiences and craft messages that resonate with them.
 - Monitor and evaluate the effectiveness of communication strategies and adjust as necessary.
3. **Brand Management:**
 - Maintain and enhance the COUNSENUTH's brand image and reputation.
 - Ensure consistency in the use of logos, color schemes, and messaging across all communications.
4. **Social Media Management:**
 - Manage and grow the organization's presence on social media platforms.
 - Engage with the online community, respond to inquiries, and monitor feedback.
 - Analyze social media metrics to gauge the success of campaigns and inform future strategies.
5. **Public Relations:**

- Draft press releases, media pitches, and other PR materials.
 - Build and maintain relationships with media outlets and journalists.
 - Coordinate media events and interviews to promote the organization's work.
6. **Creative Direction:**
 - Oversee the design and production of marketing materials, such as brochures, videos, and advertisements.
 - Collaborate with communication officers, graphic designers, photographers, and other creative professionals to produce high-quality content.
 7. **Internal Communications:**
 - Develop and disseminate internal communications to keep staff informed and engaged.
 - Manage internal newsletters, intranet content, and staff announcements.
 8. **Periodically update COUNSENUth website with up-to-date content from ongoing projects and adverts**

Key Skills:

- **Strong communication skills both in English and Kiswahili**
- **Strong Writing and Editing:** Ability to write clear, concise, and engaging content across various formats.
- **Creative Thinking:** Ability to generate innovative ideas for content and campaigns.
- **Visual Design Skills:** Basic skills in graphic design, photography, or video production are often advantageous.
- **Social media and affinity:** Deep understanding of social media platforms, trends, and analytics.
- **Branding Expertise:** Knowledge of brand management and the ability to ensure brand consistency.
- **Relationship Building:** Ability to build and maintain relationships with media, stakeholders, and partners.
- **Team building skills;** Someone who enjoys working in a team

Desired Educational Background and some experience:

- Bachelor's degree in Mass Communications, Public Relations or Journalism with excellent IT and computer skills
- Some experience in any of the key skills needed for the internship acquired during your higher education or other internships.

Mode of application:

Interested applicants should send their written applications, up to date curriculum vitae with three professional references, certified copies of academic certificates not later than **16th September 2024 to:**

The Executive Director,
The Centre for Counselling, Nutrition and Health Care (COUNSENUth),
Plot No. 8 Sam Nujoma Rd Mikocheni B.
P.O. Box 8218, Dar es Salaam, Tanzania;
E-mail: info@counsenuth.or.tz

All application should be sent via EMAIL only.

Please indicate the position title on the subject line of your email.

Only short-listed candidates will be contacted.