



Social Media Management Internship Opportunity:

Reports to: Executive Director

Contact: Yazan Fattaleh, yazan@kapadiaef.org

Location: Weekly video calls with Yazan, additional work to be done online.

Timeline: Internship will remain open until filled.

Background: Kapadia Education Foundation supports educational initiatives around the world. Our mission is to connect bright and dedicated students in developing countries with the mentorship and financial resources they need to pursue higher education and catalyze ongoing positive change in their home communities. Through lean and efficient operations, we cultivate dignified and mutually enriching cross-cultural relationships for students, staff, and supporters alike. Our vision is a world where higher education is financially accessible to all. To learn more about the organization, visit www.kapadiaef.org.

Internship Summary:

The Social Media Intern will increasingly take full responsibility for Kapadia Education Foundation's social media presence and design regular communications and campaigns to increase engagement.

Previous experience as a copy-editor, PR/Journalism student, digital communication strategist, or social media coordinator is preferred but not necessary. A strong desire to transform Kapadia Education Foundation's mission into compelling content which reflects our values and inspires action from our base of students and supporters will be core to the success of this internship.

Upon successful completion of this internship, the intern will have mastered the use of the following digital communication tools:

- +Canva
- +Facebook
- +Instagram
- +LinkedIn

The intern will be expected to generate content to be shared, and work with the Executive Director to execute marketing campaigns.

RESPONSIBILITIES:

- Review student records to collect stories/testimonials & communicate with students and alumni for follow-up as needed.
- Create and manage a database of content for storytelling and fundraising purposes.
- Draft content for a variety of communication channels that highlight and elevate the hard work of KEF-sponsored students and the generosity of our supporters.
- Execute existing communication plan schedule to maintain high levels of engagement from our students and keep supporters engaged with our mission.
- Monitor and analyze social media metrics to propose and implement improvements to our communication strategy.
- Co-design our graduation season fundraising campaign with the Executive Director.
- Grow to take leadership responsibility in the execution of our graduation season fundraising campaign in April and June.

WHO WE'RE LOOKING FOR:

- You believe that a good message can inspire action in others.
- You take initiative. We're a small team, deeply dependent on each other's actions – so you take it upon yourself to constantly learn, ask questions, and keep the marcoms train rolling.
- You can make any story relevant to any audience you are targeting.
- You care to inspire others with hope.
- You have an eye for what images and words catch readers' attention.
- Your judgment for the appropriate use of elaborate vs. concise messaging is artful.
- You have been looking for an opportunity to master the use of the above mentioned digital communication tools.
- You are keenly aware of how to center the voices and stories of marginalized individuals/communities.
- You are aware of and committed to countering the power imbalance often inherent in international development/aid efforts.
- You feel that supporting the success and ability of others to pursue their own education programs is a challenge you are honored to take on.

TIME COMMITMENT:

- 10-15 hours a week of self-scheduled independent work with weekly meetings.

COMPENSATION:

- Kapadia Education Foundation is unable to offer financial compensation for this internship opportunity. Therefore, we want to be sure to provide a positive experience that can benefit you in every other way in which we are able.

BENEFITS TO YOU:

- We will gladly coordinate with your school or third-party funding source to meet any internship, volunteer-hour, or credit requirements necessary for your program.
- Direct supervision by the organization's Executive Director/an up-close look at the higher-level strategy and operations of a philanthropic foundation.
- Weekly conversations to be sure that your goals & expectations of this internship are being met throughout your internship.
- Experience overseeing a variety of marketing and communication channels.
- Professional reference/letters of recommendation for future use.

HOW TO APPLY:

- Send a Resume and Cover Letter to info@kapadiaef.org
- In your cover letter be sure to include:
 - How you hope this internship will lead to your own personal/professional growth.
 - How formal and/or informal education has positively affected your life.
 - Why you are interested in developing/practicing skills in Social Media Management.
- Top candidates will be contacted individually to prepare a sample Facebook post and schedule an interview.