

JOB DESCRIPTION

AMNESTY INTERNATIONAL NIGERIA NATIONAL OFFICE

JOB TITLE: Digital Communications and Media Intern
AMNESTY INTERNATIONAL ENTITY: Nigeria National Office
LOCATION: Abuja

JOB SUMMARY: To support the development and implementation of communication strategies, media plans, social media and digital engagements by shaping and developing the brand and profile of Amnesty International Nigeria while engaging with a variety of audiences and stakeholders.

AMNESTY NIGERIA PURPOSE: Amnesty International Nigeria mission is to build an inclusive and constructive constituency in Nigeria for Nigeria on Nigeria that has a significant impact on the key human rights issues of contemporary Nigeria; and to build a culture of respect for human rights in Nigeria.

AMNESTY INTERNATIONAL PURPOSE: Amnesty International operates from a number of sites around the world and gathers and communicates accurate and action-oriented human rights information globally. We campaign for meaningful human rights change; enable effective human rights activism and work to persuade governments and other actors to uphold universal human rights standards. We campaign for meaningful human rights change; enable effective human rights activism and work to persuade governments and other actors to uphold universal rights standards.

WORKING RELATIONSHIPS

Reporting to: Amnesty International Nigeria Media Manager

Posts that this job manages: none

Other key relationships: Programmes staff, researchers, campaigners, research and campaigns assistant and interns. Media, youth groups, social media hubs outside Amnesty International.

MAIN RESPONSIBILITIES

- Work with the media manager to develop and implement media plans and activities.
- Provide support to media aspect of campaigns and human rights projects including creating calendar for the implementation of media actions and commemorative dates.
- Contribute to the human rights messaging and communications plans of the organisation, enhancing the online presence and overall image and awareness in order to advance organisation's goals and mission.
- Manage and generate content for social media platforms e.g. Facebook, Twitter, YouTube.
- Support the team with developing, storing and curating photographs, audio-visual materials including videos, podcasts for reports, media engagement, external communications and branding.
- Assist with the analysis and collection of analytical data for websites and social media to provide analytical insights to trends, audience behaviour in order to increase engagement and drive growth.



- Prepare and design newsletters and ensure content are checked by respective teams and that they meet the organizational standards.
- Provide website assistance: routinely updating website content and photos.
- Other communications support as needed, including administrative assistance.

This is not an exhaustive list of duties. The need for flexibility is required and the post holder is expected to carry out any other related duties, that are within the employee's skills and capabilities whenever reasonably instructed.

Amnesty International offers a competitive Internship scheme that offers an opportunity to contribute to important human rights work while developing knowledge and professional skills in the role. A great emphasis is placed on research and developing this capability. The scheme is designed to support the career development of future leaders in the human rights field. Internships are fixed for a certain contracted period and cannot exceed 1 year. There are no guarantees of employment at the end of the internship.

SKILLS, ATTRIBUTES AND EXPERIENCE

- A degree or higher national diploma in a relevant discipline e.g. mass communication, IT, arts, social sciences or equivalent professional qualification and experience
- Strong commitment to and knowledge of human rights
- Good familiarity with monitoring and developing social media content (Facebook, Twitter, YouTube, Instagram etc)
- Ability to use media content creation tools.
- Good working knowledge of standard Office software e.g. Word, Excel, PowerPoint, Outlook
- Experience working with websites, WordPress and is desirable
- Experience working with graphic design tools and software e.g. Photoshop, is an advantage
- Experience developing material for a variety of audiences, together with an understanding of the importance of tailoring materials for various target audiences including through digital channels
- Good interpersonal skills, a helpful and personable attitude;
- Excellent oral and written communication skills in English; other relevant local languages or additional foreign languages desirable;
- Ability to work under pressure, manage conflicting demands, multi task and work to deadlines to achieve results;
- Willingness to learn and work in a diverse team.

EQUALITY STATEMENT

Equality and diversity is at the core of our values and staff are expected to work collectively and individually to promote a constructive and sensitive approach to others from a variety of backgrounds, where the work of others is valued and respected.

CONFLICT OF INTEREST

Public or other activity, affiliation to or support for any group or organization, personal association or other factor which may generate a real or perceived conflict of interest with Amnesty International's principles (specifically independence and impartiality), or raise a security concern, or otherwise prevent the candidate from carrying out key functions of the specific post and would therefore disqualify the candidate from being appointed.

