

## MARKETING AND COMMUNICATIONS INTERN

We are seeking a promising and self-motivated Marketing and Communications Intern to support the long-term growth and success of Conservation International's communications for the Asia-Pacific Field Division for a period of 6 months. The intern will have opportunities to learn about Conservation International's work in more than 10 countries in the Asia-Pacific, marketing techniques that can help increase conservation-related behavior, manage communications to support conservation goals, and interact with people across different areas of expertise.

The Conservation International Internship Program is open to diploma or undergraduate students in local polytechnics or universities reading Communication Studies, New Media, or related fields.

### **About Conservation International**

Conservation International works to spotlight and secure the critical benefits that nature provides to humanity. Since our inception in 1987, we've helped to protect more than 6 million square kilometers of land and sea across more than 70 countries. Currently with offices in 29 countries and 2,000 partners worldwide, our reach is truly global. Building upon a strong foundation of science, partnership, and field demonstration, Conservation International empowers societies to responsibly and sustainably care for nature, our global biodiversity, for the well-being of humanity.

In Singapore, Conservation International envisions a vibrant, resilient and sustainable city for generations to come and aims to empower the community to protect nature through individual and collective action. Conservation International Singapore's country program is focused on community engagement and education, capacity building through student internships, and exploring and supporting innovative solutions for conservation science and research.

### **Conservation International Values**

We expect that all employees will embrace the values of our organization:

- **Passion:** Inspired by people and by nature, we are urgently compelled to drive change for a sustainable future.
- **Integrity:** We are honest, transparent and accountable for our actions.
- **Teamwork:** We work together as one CI, recognizing that inclusion, collaboration and cooperation are fundamental to achieving a healthy and prosperous world for all.
- **Respect:** We respect each other and work to earn trust, valuing our diversity of cultures, talents, and experiences.
- **Courage:** We pursue our vision, taking bold action, persevering and overcoming challenges.
- **Optimism:** We are optimistic about the capacity of people to be caring, generous and brilliant, and believe that with partners, we can inspire humanity to create a better future.

### **Location**

Singapore (hybrid-working)

Must have stable and secure internet access at home for work.

### **About the Project**

The Communications team provides communications support to the offices in the Asia Pacific region and works to engage the wider world in Conservation International's mission through external communications, partnerships, events, and social media. The intern will help develop marketing and communication initiatives that help promote Conservation International's work in the region.

### **About the Role**

This position will report to the Communications Manager based in Singapore, and provide support for Conservation International's field programs in the Asia-Pacific in the form of one or more of the following areas:

1. Social media
  - a) Conceptualizing engaging campaigns on our social media channels to grow and maintain followers.
  - b) Creating and implementing a monthly editorial calendar.
  - c) Posting social media content on several social media channels.
  - d) Crafting compelling copy and visuals for posts, ensuring brand consistency in tone, voice, and terminology.
  - e) Monitoring social channels and social listening.
2. Design
  - a) Supporting graphic design for various print and digital materials.
  - b) Creating graphics for video content.
3. Rebranding Initiatives for marketing collaterals
  - a) Assist in analyzing regional program priorities and designing an annual marketing plan.
  - b) Designing marketing materials including digital assets such as short videos and printed collaterals.
  - c) Assist in marketing events.
  - d) Perform other duties as assigned.

### **Qualifications**

- Current enrolment in a Singapore polytechnic or university (or gap year), reading a diploma or undergraduate degree in Communication Studies, New Media, Art, Design and Media, or related fields.
- Designers will be able to translate needs to create compelling layouts that inspire and should have experience using Adobe InDesign and Photoshop.

### **Desirable Qualities**

- Proficiency and confidence in spoken and written English.
- Communicators will have strong copywriting and editing skills to create content for various platforms from print to digital, with the ability to adapt content for various audiences.
- Candidates should be able to work independently and with remote teams.
- Well organized, self-motivated, and driven.
- Interest and/or experience in nature and conservation.

### **Benefits**

The intern will be provided with a monthly stipend of SGD 1,000 for a 5-day work week.

### **Application**

To be considered for this internship, please apply to [singapore@conservation.org](mailto:singapore@conservation.org) with the subject “**Application: Marketing and Communications Intern – [full name]**” and the following attachments:

- Curriculum vitae.
- Cover letter, which should include the applicant’s interest in working with Conservation International’s field programs in the Asia-Pacific and any relevant experience working in an NGO or environmental conservation setting.
- Period of availability (indicate availability on your cover letter).
- Portfolio and writing samples.

Shortlisted candidates will be invited for an interview.