

Oikocredit USA Spring Communications & Media Outreach Intern

Desired Start Date: Available Immediately

Desired Time Commitment: Part-time, 20 hours per week preferred; through end of August

Oikocredit USA seeks a candidate with superior writing skills, creativity and experience with social and online media outreach, and a passion for international economic engagement to fill our Communications & Media Outreach Internship. The ideal candidate will be motivated to take an active role in this small team with a demanding workload. The right candidate will have flexibility to drive his or her own project development. This candidate will also be relied upon to collaborate and contribute to an ongoing creative process, provide feedback, and contribute to the development of new strategies and materials.

The internship is unpaid with a flexible, weekly part-time schedule.

Key Responsibilities may include...

Communications

- Maintain Oikocredit's current social media presence and devise innovative ways to increase organization's online media presence
- Draft press releases and investor communication
- Write content for blog, e-newsletter, other media outreach and investor collateral relevant to the microfinance/social performance/international development field

Research

- Research key events and developments in microfinance, international development, and other issues relevant to the organization to assist in development of investor collateral
- Contribute to messaging and branding strategy by researching marketing and advertising trends for target markets
- Contribute to staff briefings and training docs on relevant issues

Marketing

- Assist team in marketing and advertisement development

Qualifications and Requirements:

- Superior writing ability
- Superior independent research skills
- Creativity and comfort in an innovative role desired
- Active social & online media experience
- Ability to multi-task
- Organized and detail-oriented
- Prior understanding of microfinance preferred; however, we are willing to teach interns about microfinance if they can express their desire to enter this field
- Ability to work as a team member and independently
- Computer literacy necessary, particularly fluency in: Twitter; Facebook; WordPress; MailChimp or other online CRM tool; Salesforce and Excel skills preferred.

Benefits:

- Willing to report to college/university for credit
- Recommendations available upon satisfactory completion of internship

- Willing to introduce the right candidate to the microfinance field

Please send resume, cover letter, and brief writing or demonstrative work sample to:
Oikocredit USA
E-mail: lgage@oikocredit.org
Subject: Communications & Media Outreach Intern

About the Organization:

Oikocredit is one of the world's largest sources of private funding to the microfinance sector. We finance locally-based microfinance institutions, provide credit to trade cooperatives, fair trade organizations and small-to-medium enterprises (SMEs) in the developing world. We have nearly \$700 million in outstanding loans. \$30 million of this comes from US investors. With these funds, our project partners dispense loans to the poor and disadvantaged, with a special emphasis on rural areas and women. Oikocredit is also at the forefront of social performance management, integrating environmental, social and governance factors into investment decisions.

Oikocredit offers a dual return to our investors: financial and social. In addition to earning modest financial returns, investors are secure in the knowledge that their money is being used to fight poverty, promote fair trade and respect our planet's natural resources.

Oikocredit's Washington, DC office is charged with attracting new investors, engaging with existing investors, and educating the public about global poverty alleviation and economic empowerment. The DC office does not disburse loans.