

Job Description: Communications Intern

Position: Communications Intern

Location: Islamabad

Department: Media & Communications

Reports To: Communications Officer

About the Role

We are seeking a motivated and creative Communication Intern to join our Media & Communications team. This role is ideal for someone passionate about public relations, digital media, and storytelling. As a Communication Intern, you will gain hands-on experience in creating impactful content, managing social media platforms, and supporting communication strategies to enhance the organization's visibility and outreach.

Key Responsibilities

1. Content Creation & Management

- Assist in drafting press releases, blog posts, newsletters, and social media content.
- Support the development of creative materials such as graphics, videos, and infographics for digital platforms.
- Edit and proofread communication materials to ensure clarity and consistency.

2. Social Media Engagement

- Schedule and monitor posts across various social media platforms.
- Respond to comments and messages to foster community engagement.
- Track social media analytics to evaluate campaign performance.

3. Event Support

- Assist in organizing events, campaigns, and awareness sessions.
- Coordinate logistics for press conferences, webinars, and training sessions.
- Prepare event materials such as banners, flyers, and handouts.

4. Media Relations

- Compile and maintain media contact lists.
- Support outreach to journalists and influencers to amplify organizational initiatives.
- Monitor and archive media coverage for internal reporting.

5. Research & Reporting

- Conduct research on communication trends, media channels, and audience preferences.

- Assist in preparing reports and presentations for stakeholders.

Qualifications & Skills

- **Education:** Bachelor's degree in Communications, Public Relations, Journalism, Marketing, or a related field.
- **Technical Skills:** Proficiency in MS Office (Word, Excel, PowerPoint) and basic knowledge of graphic design tools (Canva, Adobe Creative Suite) is a plus.
- **Communication:** Excellent written and verbal communication skills.
- **Social Media:** Familiarity with platforms like Facebook, Instagram, LinkedIn, and Twitter, and basic understanding of analytics tools.
- **Organization:** Strong organizational skills with the ability to multitask and meet deadlines.
- **Creativity:** A flair for storytelling and creating visually appealing content.

How to Apply

Interested candidates are encouraged to submit their resume, cover letter, and any relevant work samples to [insert link].