



Terms of Reference:

Content and Graphic Designer Intern for Children Change Colombia

Position: Content and Graphic Designer Intern - 2024

Place of Work:

- Primarily work from home
- Support required at some events in London

Reports to:

- Fundraising & Communications Manager

Timeframe:

- Three (3) to six (6) months

Hours:

- Two days a week (14 hours)
- Monday – Friday
- Hour distribution to be arranged with the team

Remuneration:

- Lunch expenses £7 per worked day

Purpose of the Role:

The Children Change Colombia Content and Graphic Designer internship combines responsibilities in content creation, communications strategy, event support, and promotional material updates. The role also includes supporting the wider team with ad-hoc tasks

involving design, and helping Children Change Colombia adopt our new brand guideline across all our platforms. This position provides a comprehensive experience in various aspects of working for a small charity, making it an excellent opportunity to gain practical experience and contribute significantly to the organisation's mission of protecting vulnerable children in Colombia.

Job Description:

Responsibilities:

1. Content Creation:

- Assist in creating content for social media channels (Instagram, Facebook, LinkedIn, Twitter).
- Produce various communication materials such as videos, presentations, blogs, newsletters, and internal reports.
- Proofread fundraising applications and other communications materials.
- Develop appealing graphics for fundraising drives, donor appeals, and crowdfunding efforts to draw in more support.

2. Communications Strategy:

- Contribute to developing and implementing social media strategies to increase audience engagement.
- Review data analytics of digital channels and propose improvements to the strategy.

3. Event Support:

- Support the planning and execution of virtual and in-person fundraising events.
- Assist with the mailing of the bi-annual newsletter.
- Create branded materials for charity events, like galas, volunteer fairs, or community workshops, including banners, posters, and backdrops.
- Design flyers, brochures, and postcards that can be distributed at events or mailed to supporters.

4. Administrative Support:

- Provide administrative support as needed.

Skills & Qualifications

- Pursuing a Degree in Graphic Design, Visual Arts, Communications, or a related field
- Proficiency in Adobe Creative Suite (Photoshop, Illustrator, InDesign) or similar design tools

- Basic knowledge of video editing tools (e.g., Premiere Pro, Canva, or similar software) is a plus.
- Creative eye for design and attention to detail
- Strong understanding of social media platforms and what drives engagement
- Excellent communication skills and the ability to collaborate with a team
- Passion for social impact and a commitment to Children Change Colombia's mission
- Knowledge of Wordpress and CRM (desirable)

We are looking for a creative and enthusiastic Content & Graphic Design Intern to join our Communications Department! This role is perfect for a student or recent graduate passionate about design and storytelling, eager to gain hands-on experience in a dynamic non-profit setting. As an intern, you'll have the opportunity to create impactful visual content that amplifies our message, engages supporters, and brings visibility to the vital work we do. The Content and Graphic Designer Intern will play a key role in enhancing Children Change Colombia's communication strategies and outreach efforts. This position offers a unique opportunity to gain hands-on experience and to contribute to the revamping of our brand within the charity environment. The intern will contribute to the overall growth and success of the charity's initiatives. We look forward to welcoming a proactive and enthusiastic individual to our team.