

## Serve the City Leuven – Internship Job Descriptions 2017

**Serve the City** is a volunteer organization committed to serving our city through practical acts of help and kindness. We pair with local organizations to canalize manpower, compassion, and enthusiasm into community projects. If you care for your community and are looking for a way to make Leuven even a better place to live, we are always happy to welcome new volunteers to the organization.

Serve the City Leuven endeavours to expand its horizons creating new opportunities to serve the residents of our dearest city. In order to do that, we are looking for interns with a true heart to serve that can see themselves in the following job description(s):

### 1. **Communication and Marketing Internship**

#### - **The need:**

There are numerous organizations in Leuven that could benefit from our manpower for no cost, but unfortunately they may not know, or have lost connection with Serve the City. Therefore, we want to re-establish or create new contacts and make those institutions aware of potential synergies with our volunteering community. The contacts can be made in person or online.

#### - **What the internship looks like:**

You will initially learn about projects and partnerships already developed with our organization. You will receive clear orientations about which projects to prioritize, what are the goals and how to structure the communication channels in order to keep a continuous interaction with partner organizations.

#### - **Main tasks (face-to-face communication):**

- Identify opportunities to engage in face-to-face conversations with potential partners;
- Plan and implement field marketing campaigns, which may include questionnaires or interviews;
- Dialogue (listening and communicating without 'selling' STC values), in order to have a good understanding of target group needs;
- Discover target group perception of STC values and make recommendations on promotional strategy;
- Assisting in the final preparation for marketing materials needed to support field research efforts;
- Communicate your findings in a clear and actionable way.

#### - **Main tasks (online communication):**

- Drafting press releases, blog posts and other marketing materials;

- Designing, drafting, implementing, follow-up of social media campaigns;
  - Assisting and coordinating the online marketing campaigns;
  - Proposing and establishing partnerships;
  - Assisting in the final preparation of marketing materials;
  - Performing short market research and creating proposals.
- **Basic qualifications:**
- Passion and talent for written communication;
  - Excellent level of English (native English preferred);
  - Creativity and ability to translate needs, desires and demands into effective written material;
  - Attention to detail (perfect grammar is a must);
  - Sense of responsibility;
  - Undergraduate or graduate student in marketing, communications, journalism.
- **Preferred qualifications:**
- Native English, Dutch or French speaker;
  - Experience in email marketing (MailChimp);
  - Experience in web design (Wordpress);
  - Self-discipline and self-management.