



MCW's Community Leaders in Africa Internship Program
Role Description

MCW Global Affiliate:	Miracle Corners of Rwanda		
Internship Main Supervisor:	Country Manager	Primary Location:	Bugesera
Preferred Starting Month:	June 2023	Internship Duration:	3 months (June-August)
Mode of internship:	In-person (Full time)		

Main Purpose and Scope of the Job:

Miracle Corners Rwanda has embarked to a new strategic plan with focus on community outreaches and Resource Hub. This shift will require focusing on increasing MCR's visibility, both in the community and online. This internship is a professional skills internship to assist MCR team in implementing organizational comms and marketing strategies.
The intern should be willing to work 6 hours per day in 5 working days.

Role Description

Main Roles and Responsibilities:

The Communication Intern will:

- Support the Country Manager in planning, writing and managing communications materials;
- Assist content development of MCR website and updating relevant information;
- Support the team in designing Program flyers, infographics, good success stories and other promotional materials;
- Update and maintain MCR's social media presence including daily monitoring, posting and scheduling and reporting social media updates on Facebook/Instagram etc.;
- Provide input for creative and innovative marketing strategies and social media campaigns ;
- Assist the team how to create online advertisements using different platforms like Google spaces and the like;
- Collaborate with the team on new ideas, directions and tools for marketing and communications ;
- Create & update the communication database and filing system;
- Any other related tasks to support the Communications unit.

Activities that will be conducted during "in-person" internship:

- Management of digital communication channels: (Social media content creation & management photo and video production and editing);
- Writing success stories and impact stories;
- Research and develop new ideas for web/social media content;
- Design event/program flyers, graphics and other marketing material;
- Attending MCR events and assist as requested;
- Participate in site visits to determine compelling stories to share on social media accounts & MCW Global reports;
- Assist in the preparation of any events that may take place while in their internship duration.



Qualifications and Education Requirements:

- Must be a Young Leaders Program (YLP) Alumni (i.e. should have either attended the Fellowship or Conference);
- Must be available for the complete internship period;
- Must have prior relevant experience of working on community initiatives and development projects ;
- Must be well-aware of MCW Global's vision, mission and overall programs ;
- Firm grasp of social media tools and platforms including Twitter, Facebook, Instagram etc.;
- Degree in Communications, Advertising/Marketing or Public Relations ;
- Previous internship or related experience in marketing or communications a plus ;
- Knowledge of HTML website content management and graphic design ;
- Genuine enthusiasm for creating compelling marketing materials to support MCR programs ;
- Possess excellent written and oral communication and interpersonal skills .

Preferred Skill-set and Attitudinal Mindset for the Job:

- Strong writing, proofreading, phone skills and attention to detail are essential.
- Great interest in communications/journalism or public relations, with a major in respective area is preferred.
- Must be resourceful, responsible and able to manage and complete multiple assignments in a timely manner.

Preferable Measurable Outcomes for both the Organization and the Intern:

- Website content developed in 3 months
- MCR Annual report template designed
- Online fundraising platform developed by August 2023

About *Nyamata (Insert Country/City/Town)*

Miracle Corners Rwanda is located in Eastern province of,Bugesera District, Nyamata Sector, Kayumba Cell, Kayenzi Village, very near Main Road from Kigali City to Nyamata Sector.

District Geographical Location

Figure 2: BUGESERA District Geographical Map



Source: Bugesera District Development Plan archive.

District is one of the seven Districts that constitute the Eastern Province in Rwanda. It covers a total surface area of 1337 Km². The district is composed of 15 (Administrative sectors: Nyamata, Musenyi, Ntarama, Mwego, Mayange, Juru, Rilima, Gashora, Ruhuha, Mareba, Ngeruka, Kamabuye, Nyarugenge, Rweru and Shyara.) 72 Cells and 581 Village. It is located in the South West of the Province, ranged between 30° 05' Eastern longitude, and 2° 09' Southern Latitude, and covers the surface of 1337 km². The District is limitrophic with Rwamagana District of Eastern Province to its North-East, Nyarugenge and Kicukiro Districts of Kigali City to its North, Kamonyi District of Southern Province to its North-West, Ngoma District of Eastern Province to its East, Ruhango and Nyanza Districts southern province to its West, and finally the Republic of Burundi to its South where they are largely bounded with the Lake Rweru and Lake Cyohoha in the South. Compared to other regions of the country, BUGESERA climate is dry with temperature varying between 20 and 30°C. The temperature average range is between 26 and 29°C. The topography of BUGESERA District is characterized with a mixture of plateaus with an altitude varying between 1,100 m and 1,780m and undulating hills dominated by varying heights. Most prominent of these hills are: Juru (1,667m), Nema (1,625m) and Maranyundo (1,614 m). The relief is also constituted by a succession of low plateaus with hills and dry valleys. The District is equally rich in marshlands along the rivers; they cover an estimated area of 6,100 ha and are exploited at an average of 46.3%

Submitted By:	Country Manager, MCR	Date:	12/13/2022
Approved By:	Director, Young Leaders Program	Date:	1/18/2023

END