



I-DEV SOCIAL MEDIA & MARKETING INTERN (Virtual)

POSITION: Social Media & Marketing Intern (Part-Time)
PROGRAM DATE: Immediate hire; Duration Flexible (Min. of one semester)
COMMITMENT: 10-15 hours/week
LOCATION: Virtual/Telecommuting
POSTED: August 2, 2011

I-DEV International:

I-DEV International (www.idevinternational.com) is a full service management & financial strategy advisory firm for the development sector with offices in New York, Peru and Singapore. I-DEV fosters economic development through the creation of viable, economically sustainable small and medium sized enterprises (SMEs) at the base of the pyramid (BoP). The firm works with multinational corporations and NGOs to provide BoP communities with the training, resources, and relationships needed to build financially-independent businesses that are tapped into existing markets at the national and international level. I-DEV's services include:

- Strategic management consulting for businesses at the base of the pyramid
- Financial strategy advisory
- Supply chain and distribution network development
- Strategic marketing and branding
- Financial audit & transparency advisory
- In-field CSR & development project design & management; project support & monitoring
- Business creation & incubation services for the BoP

Position Description & Duties:

The Social Media & Marketing Intern will work closely with I-DEV's NY Director to continue to develop and maintain I-DEV's website and internet/social network presence. Primary responsibilities will be to provide daily summary emails of social enterprise/international development updates (from relevant Twitter feeds, listservs, Facebook postings, blogs, etc.) and post to I-DEV's social media platforms. Other duties may include updating content on the website (via Wordpress), marketing research and writing occasional press releases. **This position is unpaid; however, I-DEV will provide excellent references.**

Qualifications:

Applicants interested must be current or recent **undergraduate (Junior or Senior)/graduate students** with previous experience in social media, preferably including social media strategy and basic web design. S/he should demonstrate familiarity with photoshop, wordpress, and social media site maintenance (such as Facebook, Youtube, Twitter, Hootsuite). The selected applicant will have strong interest in international development, social enterprise and social media, and be an active user of social media sites.

All applicants must demonstrate an established record of professional achievement and integrity, and some knowledge of the social enterprise/development sector. Applicants should also demonstrate a commitment to I-DEV's mission and be comfortable working remotely with regular communications through e-mail and Skype.

How to Apply:

Send a **cover letter, resume, and a short list of 10 sample tweets you would post on behalf of I-DEV** (see our handle @idevnews for reference) to the contact listed below. **Subject Title: "Social Media & Marketing Intern."** This is a rolling application process; however, we hope to select a candidate by September 1st.

Ms. Patricia Chin-Sweeney
NY Director, I-DEV International
careers@idevinternational.com