**TITLE:** Communication and Branding Intern

**PARTNER(S):** National Federation of Youth Nepal (NFYN)

**COUNTRY AND PLACE OF ASSIGNMENT:** Nepal, Sahablagita Marg, Mid-Baneshwor, Kathmandu

**CONTRACT DURATION:** 12 weeks

**DESCRIPTION:**

Uniterra is a leading Canadian international volunteer cooperation and development program, jointly implemented by the Centre for International Studies and Cooperation (CECI) and World University Service of Canada (WUSC). Uniterra contributes to improving the socio-economic conditions of poor and marginalized communities in 14 countries and with over 170 partners in Africa, Asia and the Americas through the exchange of expertise and knowledge of Canadian and international volunteers. Uniterra believes that economic growth, when inclusive, is the most powerful driver of poverty reduction. The purpose of the Uniterra program is to improve the lives of some of the world’s most vulnerable populations by stimulating growth and facilitating access to the benefits of growing and diversified markets. To make this happen, we are working with our local partners to enhance the income of poor and marginalized women and youth through better access to employment and income generation opportunities. Uniterra country program staff work with our local partners to design Uniterra assignments in the context of the country strategy, supporting the inclusion of women and youth in key economic subsectors.

For more information on the Uniterra program, our approach and countries of focus please visit: Uniterra.ca.

National Federation of Youth Nepal (NFYN) is a not-for-profit social umbrella organization of youth groups, youth led/run organizations and the youth wing of other federations. It envisions meaningful youth participation in every aspect of development that leads to a sustainable development of Nepal. NFYN strives to build the capacity of youth and encourage their participation in the society and access to services, without discrimination, while they remain responsible towards the nation when utilizing and exploring resources. NFYN aims at bringing together Nepali youth and youth organizations in a single forum to strengthen the voice of Nepalese youth at local and national levels. NFYN acts as a platform where youth have the opportunities to advocate for youth rights, exchange knowledge and experiences to take collective action and carry out youth-led initiatives in Nepal.

**RESPONSIBILITIES:**

- Identify a marketing and branding strategy;
- Develop a communication strategy and corresponding tools to assist in its
implementation;
- Provide training to enhance NFYN members’ and staff’s skills and capacity in communications and marketing procedures and practices, effective use of social media and other relevant communication tools;
- Assist NFYN in its external communication to improve outreach and visibility of the organization to donors;
- Include women and youth in all activities;
- Prepare reports required by Uniterra and NFYN.

**QUALIFICATIONS:**

- Knowledge and/or experience in branding and communication methodology;
- Excellent writing and presentation skills in English;
- Ability to communicate information in simple language;
- Strong cross-cultural communication skills;
- Highly motivated, positive, innovative, enthusiastic, creative, flexible with a desire to learn.