

## Internship - Communication Officer

**6-month Internship based in Paris. Start date: July 1<sup>st</sup>, 2022**

*Are you a graduating student looking for experience in an international environment, with a focus on developing countries? Do you want to contribute to a committed group that seeks to have a positive and sustainable impact? Do you like writing contents, creating designs, and using social media? Then Advans has the internship for you!*

*At Advans, leading international microfinance group, we consider that interns have a real added value within the teams.*

In joining the Head Office Client & Impact Team, you will participate in the promotion of the Advans brand, and implement the Advans Group's communication strategy, manage Advans' presence on digital platforms, and coordinate internal communication.

### What will your role be?

Under the direct supervision of the Group Senior Marketing and Communication Officer, you will:

#### **1/ Participate in the implementation of the Group external communication strategy**

- ✦ Draft, edit and publish official corporate communications on behalf of the Advans Group, including newsletters, press releases and blogs both in English AND French.
- ✦ Create innovative contents with visuals, to support communication across channels, including social media platforms and website.
- ✦ Maintain, moderate, and feed the group social media platforms, contributing to the development of Advans' online presence and the increase of its social media impact
- ✦ Coordinate creative productions with external partners (freelancers or agencies): video montages, or specific digital creatives. Handle quotation requests, and follow-up on costs and budget.
- ✦ Monitor Advans subsidiaries' publications on their social media feeds and websites, analyse their digital footprint and KPIs, assist and provide guidance. Prepare half-year Group digital report.
- ✦ Ensure Brand consistent execution at subsidiary level: print, video, digital, POS displays, etc. Provide creative templates whenever needed. Edit half-year reports of all local creatives, with relevant analysis and recommendations.
- ✦ Support subsidiaries in the maintenance and update of their websites, with the support of the Advans group's Digital agency.
- ✦ Create and launch a PR distribution emailing list for all major press releases, or white papers.
- ✦ Competitive Intelligence: benchmark the sector, share partners' contents whenever relevant, identify best practices among competitors, etc.

#### **2/ Coordinate the Group internal communication plan**

- ✦ Conceive quarterly & flash internal Newsletters: propose structure, compile relevant information & visuals, write articles, etc.
- ✦ Coordinate the quarterly Group staff meetings - face to face or remote.
- ✦ Coordinate the Internal recurring remote digital meetings, with Advans subsidiaries.

## What kind of profile are we looking for?

You have a Master 1 in Marketing, Communication, or Journalism, and a first experience. You are a committed and determined person, interested in activities with a strong social and economic impact. You are also:

- ✦ Bilingual English/French with excellent writing and editing skills in both languages
- ✦ A person with a strong sense of creativity, and proven knowhow of Canva
- ✦ Digital savvy, with aptitudes both for social media and website editing. Knowhow of a CMS will be a plus: WordPress or any other
- ✦ A great communicator, with strong organisation skills
- ✦ Well-at-ease with the MS Office Suite
- ✦ Knowledge of an emailing design tool, such as Mailchimp will be a plus

## What can Advans offer you?

***You will be able to help us put our plans into action and contribute to the general development of the Advans Group, and:***

- ✦ Gain valuable experience, in a tightly knit team
- ✦ Have the chance to work with professionals who are passionate about what they do
- ✦ Discover the microfinance sector, an important motor for social and economic development
- ✦ Evolve in an international environment with a focus on developing countries

*Does this sound like you? You might just be the new team member we are looking for!*

**Apply now: [https://advans.aragon-erh.com/new\\_rec\\_portal/apply/4840/FR](https://advans.aragon-erh.com/new_rec_portal/apply/4840/FR)**

## Want to know more about Advans?

Advans is a leading microfinance group established in 2005. Advans mission is to respond to the need for financial services of small businesses and other populations who have ill-adapted, limited or no access to formal financial services. The Advans Group currently spans nine countries: Cambodia, Cameroon, Ghana, the Democratic Republic of Congo, Côte d'Ivoire, Pakistan, Nigeria, Tunisia and Myanmar. As at end March 2022, the group served more than 1,2 M clients and employed more than 8,000 staff. Headquartered in Luxembourg with support services in Paris, the group's shareholders are EIB, KfW, FMO, CDC Group plc, FISEA (AFD Group) and IFC.