

Internship - Communication Officer

6-month Internship based in Paris. Start date: July 1st, 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

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.