

Internship - Communication Officer

6-month Internship based in Paris. Start date: January 2023

Are you a graduating student looking for an 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, coordinating projects, and using digital? 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.

What will your role be?

In joining the Group Client & Impact Team, you will contribute to the promotion of Advans, and participate in the implementation of Advans Group's external and internal communication strategy.

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 blog posts, both in English and French.
- ✦ Coordinate the production of the Group's Annual Report in English and French: collect figures, information, photographs, ... Participate in the copywriting, brief, and follow up with the creative agency.
- ✦ Monitor Advans subsidiaries' PR activities and coverage. Share best practices.
- ✦ Create and launch a PR emailing list for press releases and white papers. Coordinate relations with journalists and editorial partners.
- ✦ Participate in the development and deployment of the new websites for the whole group: work closely with the web agency and local teams on content selection, copywriting, ...
- ✦ Assist local Marketing teams in the update of their websites: set up tutorials or training sessions when needed. Ensure brand consistency is maintained and check graphic charter.
- ✦ Update corporate website contents: texts, photographs, visuals, infographics, etc.
- ✦ 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, ...
- ✦ Organise video interviews of staff: prepare questions, organise interview, brief freelancer for the editing...
- ✦ Coordinate the half-year Group staff meeting and/or the Group Marketing Seminar: venue, catering, technical equipment, etc.
- ✦ Coordinate any Internal remote PR meeting, with Advans local Marketing teams.

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/have also:

- ✦ Bilingual English/French with excellent writing and editing skills in both languages
- ✦ Digital savvy, with interest in website editing. Preferably knowhow of a CMS: WordPress or any other.
- ✦ A great communicator, with strong organisation skills
- ✦ Well-at-ease with the MS Office Suite
- ✦ Preferably knowledge of an emailing design tool, such as Mailchimp

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/5337/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. The group serves more than 1,3M clients and employs more than 8,250 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.