

## YOUTH ENGAGEMENT AND DIGITAL MEDIA INTERN

We are seeking a promising and self-motivated Youth Engagement and Digital Media Intern to support the long-term growth and success of Conservation International's work in Singapore for a period of 3-6 months. The intern will have the opportunity to work alongside other youth interested in nature conservation and sustainability and support the creation of a platform that amplifies the voice of youth in Singapore and highlights concrete, youth-led activities to address climate change.

The Conservation International Internship Program is open to diploma or undergraduate students in local polytechnics or universities reading New Media, Communication Studies, Art, Design and Media, Film and Digital Media, Marketing, Advertising, or related fields.

### **About Conservation International**

Conservation International works to spotlight and secure the critical benefits that nature provides to humanity. Since our inception in 1987, we've helped to protect more than 6 million square kilometers of land and sea across more than 70 countries. Today, with offices in more than two dozen countries and a worldwide network of thousands of partners, our reach is truly global. Building upon a strong foundation of science, partnership, and field demonstration, Conservation International empowers societies to responsibly and sustainably care for nature, our global biodiversity, for the well-being of humanity.

In Singapore, Conservation International envisions a vibrant, resilient, and sustainable city for generations to come and aims to empower the community to protect nature through individual and collective action. Conservation International Singapore's country program is focused on community engagement and education, capacity building through student internships, and exploring and supporting innovative solutions for conservation science and research.

### **Conservation International Values**

We expect that all employees will embrace the values of our organization:

- **Passion:** Inspired by people and by nature, we are urgently compelled to drive change for a sustainable future.
- **Integrity:** We are honest, transparent and accountable for our actions.
- **Teamwork:** We work together as one Conservation International, recognizing that inclusion, collaboration and cooperation are fundamental to achieving a healthy and prosperous world for all.
- **Respect:** We respect each other and work to earn trust, valuing our diversity of cultures, talents, and experiences.
- **Courage:** We pursue our vision, taking bold action, persevering and overcoming challenges.
- **Optimism:** We are optimistic about the capacity of people to be caring, generous and brilliant, and believe that with partners, we can inspire humanity to create a better future.

### **Location**

Singapore (hybrid-working)

Must have stable and secure internet access for work.

### **About the Project**

Young people are our leaders of tomorrow and will drive positive changes and actions towards creating a more resilient future. Under the Youth Program, Conservation International Singapore plans to launch new initiatives to inspire youth engagement by creating a platform that will amplify the voice of youth in Singapore and support youth who are interested in nature conservation and sustainability to take action on climate change and protect the environment. The intern will have the opportunity to design and curate engaging content that encourages meaningful youth engagement that help promote youth action and grow the influence of local youth networks in conservation.

Working with a variety of youth content creators as well as internal and external stakeholders, the intern will help to develop partnerships and engage young individuals who are passionate about driving impactful and positive environmental changes. This platform aims to create meaningful nature encounters for youths, amplify the movement, elevate youth leaders, and empower the intern as well as young content creators to create stories that spotlight local environmental communities and causes.

### **About the Role**

Working with the Senior Manager of Youth and Community Engagement based in Singapore, the intern will provide support in the following areas:

- Develop creative communications concepts to elevate diverse youth voices from Singapore.
- Create and curate quality experiences and engaging social media assets for the social media and digital channels and support with page management and content publishing.
- Create and implement a social media strategy and content calendar.
- Track, monitor, and evaluate content performance through analyzing user engagement and web traffic.
- Provide logistics as well as pre and post video production support in planning, sourcing, shooting, and editing original short video content of youth leaders.
- Assist and support the creation and launch of youth-led social media platforms, such as Instagram, TikTok, YouTube.
- Support the implementation of a content creation program/workshop that works with young content creators to produce compelling content.
- Support the implementation of a high-profile conservation event in Singapore, and coordinate with other young leaders involved with the event.
- Support the implementation of exclusive experiences for the 10 for Zero youth leaders.
- Research and connect with promising youth who can value-add to Conservation International Singapore's youth program.

### **Qualifications**

- Current enrolment in a Singapore polytechnic or university (or gap year), reading a diploma or undergraduate degree in New Media, Communication Studies, Art, Design and Media, Film and Digital Media, Marketing, Advertising, or related fields.
- Digital savvy and possess working knowledge of social media platforms such as Instagram, TikTok, YouTube.
- Experience in planning social media calendars and creating social media assets.
- Knowledge of current technologies and trends in social media, design tools and applications.
- Experience and/or strong interest in data analytics, SEO, growth marketing, and social listening tools is advantageous.

### **Desirable Qualities**

- Ability to work independently, and proactively reach out and engage with various stakeholders.
- Excellent communication skills, well organized, self-motivated, driven.
- Passion for the social media marketing and storytelling.
- Dynamic, creative and outgoing personality.
- Keen eye for detail.
- Interest and/or experience in local conservation efforts is a plus.

### **Benefits**

The intern will be provided with a monthly stipend between SGD 800 to SGD 1,000 for a 5-day work week.

### **Application**

To be considered for this internship, please apply to [singapore@conservation.org](mailto:singapore@conservation.org) with the subject “**Application: Youth Engagement and Digital Media Intern – [full name]**” and the following attachments:

1. Curriculum vitae.
2. Cover letter, which should include the applicant’s interest in working with Conservation International’s field programs in the Asia-Pacific and any relevant experience working in an NGO or environmental conservation setting.
3. Period of availability (indicate availability in your cover letter).
4. Writing samples and portfolio (candidates can share their social media handles/links as an alternative to a portfolio submission). Please make sure social media handles and links are set as public for viewing.

Shortlisted candidates will be invited for an interview.