



Terms of Reference Communications intern

Our mission: At Anjali House we aim to provide each child with free healthcare, food, clean drinking water and education. "We believe that no child should be forced to beg or work. We believe that they have the right to enjoy their childhood - to learn, play, make friends and grow in a safe and happy environment. These are basic rights that no child should be denied."

Our activities: We support 120 children, ranging from age 5 up until 19. Our 4 programs are:

1. **Basic Care:** We provide two nutritious meals per day for the students, as well as unlimited drinking water. They also have access to a shower and hygiene supplies.
2. **Education:** We provide classes in English, Khmer, Computer skills, General studies, creative workshops. Our teachers are Khmer, supported by international volunteers.
3. **Family Support:** Our social worker pays regular home visits to the students' families. Anjali provides emergency medical care, as well as vital trainings for parents (health, violence, parenting skills, etc.)
4. **Young Adult Program:** Anjali provides support and development in skills for our Young Adults. This includes career orientation classes, internships, life skills and access to university/vocational trainings.

Context and background: Anjali house's online platforms include a website (www.anjali-house.com) on Wordpress, a Facebook page, A LinkedIn page and a Youtube channel.

The objectives of these online platforms are to:

- increase the visibility of the organization towards its target audience
- Recruit volunteers
- Fundraise money to support Anjali House's programs

Key audience:

- People interested in social cause/NGOs/education/Cambodia based in European countries, Australia, U.S, Canada, Hong-Kong, Singapore, Malaysia, Japan, South Korea.
- Media and NGOs in Cambodia

Purpose of the internship: The objective of the internship is to:

- Show the impact of Anjali House's programs on its students and their families through the development of success stories.
- Increase the visibility of Anjali House's online platforms (website/social media) through creative and engaging content
- Support the development and implementation of an online fundraising campaign

Job responsibilities

1. **Editorial** (in line with the Communications strategy):

- Write the monthly e-newsletter
- Create the weekly content for social media (Video, Photo albums, quote, etc.)
- Develop the "Month in Action" video every month (To be published on the monthly e-newsletter and on social media)
- Develop one success story (every month) through a photo essay, video and/or written blog article.

2. **Visibility Web and Social Media**

- Assist the Communications and Fundraising Manager in improving and implementing a SEO plan for Anjali House's website
- Monitor the website traffic using Google analytics and social media activities (documented into a quarterly report)

Qualification & Experience:

- Bachelor level degree in Communications and/or Marketing
- Video editing and/or photography
- Fluency in written and spoken English
- Excellent creative writing skills
- Good knowledge of Wordpress
- Good knowledge of SEO
- Good Knowledge of Google analytics
- Self-Management;
- Result oriented;
- Sensitivity to and responsiveness to all partners including the beneficiaries

Duration: 3 months minimum from June 2018

Others:

Cost incurred as a result of Internship: The intern shall not receive any remuneration. S/he shall be responsible for covering all costs incurred during the internship (including but not limited to transport to and from location, accommodation and living expenses whilst at the duty station).

Medical Insurance: The intern must be covered by medical insurance for the duration of the internship.

The intern will be provided a bicycle during the period of the internship as well as lunch at the center from Monday to Friday.

Send your CV and cover letter to info@anjali-house.com