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Loden Foundation

Thimphu Bhutan | P.O. Box. 131  
Tele: +975-77195599 / +975-77195588  
Email: info@loden.org  
Social Media: @lodenfoundation  
www.loden.org

## Terms of Reference - Communications Assistant Internship

### 1. Background:

Loden Foundation is a civil society organisation dedicated to fostering an enlightened and happy society through promoting education, social entrepreneurship and Bhutan's culture and tradition since 1999. As part of its communications efforts, the foundation aims to regularly audit its content and data and collect inspiring stories of individuals who have benefited from its programmes. The Loden Foundation seeks a motivated and enthusiastic Communications Assistant Intern to assist in these activities.

### 2. Objectives:

The primary objectives of the Communications Assistant Internship are as follows:

- Conduct a comprehensive audit of existing content, including website, social media platforms, and other communication channels.
- Review and analyse data related to communication to identify trends and areas for improvement.
- Assist the Communications Officer in collecting stories of individuals who have benefited from the foundation's programmes.
- Support the overall communications activities of the Loden Foundation.

### 3. Scope of Work:

The Communications Assistant Intern will undertake the following tasks and responsibilities during the one-month internship period:

#### A. Content Audit:

- Review and evaluate the Loden Foundation's website, social media accounts, newsletters, and other communication materials.
- Identify outdated or inaccurate content and propose updates or revisions.
- Ensure consistency in branding, messaging, and tone of voice across different communication platforms.

#### B. Data Analysis:

- Collect and analyse data related to the foundation's communication efforts, such as website traffic, social media engagement, and email marketing metrics.
- Prepare reports and visual presentations summarising key findings and recommendations for improvement.

#### C. Story Collection:

- Assist the Communications Officer in identifying individuals who have benefited from the foundation's programmes.
- Conduct interviews and gather programme beneficiaries' stories, testimonials, and photographs.
- Ensure the privacy and confidentiality of individuals involved and obtain necessary consent for publication.



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#### D. Communications Support:

- Assist in creating and editing content for various communication channels, including social media posts, articles and content for future uploads.
- Help review the foundation's social media accounts, including scheduling posts, monitoring engagement, and providing stats from Meta Business Suite
- Collaborate with the Communications Officer in planning and executing communication campaigns and events.

#### 4. Deliverables:

The Communications Assistant Intern will be expected to provide the following deliverables:

- The content audit report, including recommendations for content updates or revisions.
- Collect stories, testimonials, and photographs from programme beneficiaries, ensuring consent and confidentiality.
- Assistance in content creation, editing, and social media management.
- Create Instagram reels and videos for stories.
- Any other tasks or deliverables assigned by the Communications Officer.

#### 5. Duration and Schedule:

The internship will last one month (could be extended). The intern is expected to work regular office hours, with a flexible schedule to be determined in coordination with the Communications Officer.

#### 6. Supervision and Support:

The Communications Assistant Intern will report directly to the Communications Officer and receive guidance and support throughout the internship. Regular informal meetings will discuss progress, provide feedback, and address questions or concerns.

#### 7. Qualifications and Requirements:

- Currently enrolled in a degree programme in communications, journalism, marketing, or a related field, or recent graduates within the past year.
- Strong written and verbal communication skills in English.
- Proficient in conducting research and data analysis.
- Familiarity with social media platforms and content management systems.
- Ability to handle sensitive information with confidentiality and respect.
- Self-motivated, detail-oriented, and able to work independently and in a team.
- Demonstrated interest in social entrepreneurship, rural development, or non-profit organisations is a plus.

#### 8. Compensation and Benefits:

As an intern, the Communications Assistant may/may not receive stipend for the internship duration. Solid references and a certificate will be provided depending on the work performed.

#### 9. Selection Process:



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The selection of the Communications Assistant Intern will be based on evaluating the submitted documents and may include interviews or additional assessments if necessary. Only shortlisted candidates will be contacted.