



Vacancy for Internship Kenya

'Study the impact of EAFFs' programs to its members, document the results and communicate to create Visibility'

Country: Kenya

Client: East Africa Farmers Federation (EAFF)

Period: June – November 2019

Deadline for application: 15 June 2019

Number of students we need: 1

Who are we looking for?

A student with a background in Information, Communication and Knowledge management. Preferably, who has experience using online network animations and knowledge of key ICT4D issues and the development of innovative communication tools such as animations, infographics, etc.

Context

The Eastern African Farmers Federation (EAFF), formed in 2001, is a non-political, non-profit and democratic organisation whose membership is now composed of 23 farmer organisations serving about 22 million farmers in 10 countries of Eastern Africa.

Its role is to voice legitimate concerns and interests of farmers of the region with the aim of enhancing regional cohesiveness and social-economic status of the farmers. The Federation voices the views and demands of farmers on wide-ranging issues. Specifically, EAFF nurtures the interests of farmers on issues such as (i) markets, (ii) productivity, (iii) capacity building, (iv) information, and (v) fostering regional integration through trade and good neighbourliness.

Being a regional farmer organisation, EAFF is expected to meet the needs of its member organisations through the implementation of different programs and ensure that the impact of the programs is well translated and understood by both members and stakeholders. It is in this regard that EAFF has an opening for a communication intern within EAFF programs. The candidate will work within the EAFF Team and support the organisation's communication activities to increase the visibility of the organisation's work to different EAFF's audiences.

Objective

EAFF generates a lot information about the work being done in different departments. That information is contained in many lengthy reports that are produced. However, the challenge has been that there is no adequate capacity to quickly summarise that

information in short messages that are disseminated through our website and social media platforms to keep our key stakeholders aware on what is going on.

Second, we lack capacity to utilise communication in awareness creation and marketing ourselves to our various partners.

Therefore, EAFF would like to make the documented information more accessible to the members, stakeholders and public in short and to the point versions, to improve its visibility and creating more awareness on the impact and importance of EAFFs work.

The assignment

Specifically, the intern will be required

- To proactively work with the project team to produce compelling feature stories and issue-oriented reports focusing on EAFF's work in the region that can be used for electronic and print material for effective engagement with stakeholders
- To research and author communication pieces, blogs, success stories and package them for various audiences and platforms to show impact/progress of EAFF's work
- To develop and monitor procedures to ensure that all printed and digital materials remain on-brand
- To attend EAFF events and actively monitor EAFF's online reputation
- Collect photos and/or videos taken at EAFF' events and maintain photo files for online use; create, edit, and upload photos and videos to EAFF website and social media outlets
- To collaboratively manage and coordinate the creation of web-content; responsible for content-related protocols to keep the website up-to-date
- To implement e-communications including the creation and coordination of a monthly online newsletter and email campaigns to promote awareness on EAFF's work
- To track online analytics and support internal and external data reporting needs.

Profile of the intern

- **Knowledge:** Agriculture, information, communication and knowledge management
- **Experience:** Experience in online network animation and knowledge of key ICT4D issues; Skills and experience with the development of innovative communication tools such as animations, infographics, etc.
- **Competencies:** Excellent communication, interpersonal and organisational skills; Strong computer skills (Microsoft Office suite)
- **Language level:** Excellent knowledge of English or French and satisfactory command of the other language.

Application

Send your CV and a short letter of motivation to Agriterra_vacancy@agriterra.org for the attention of Mr C.C. van Rij, MBA, manager agri-advice.

About Agriterra

We are Agriterra, a Dutch agri-agency that provides business development services to ambitious cooperatives and farmer organisations in developing and emerging economies.

We assist them with advice and training by locally based business advisors and by deploying practitioners from the Dutch and international farmer organisations and (cooperative) companies; the so-called AgriPool experts. We apply a three-track approach: we make cooperatives bankable and create real farmer-led companies, we improve extension services to farmer members and we enhance farmer-government dialogues. Our advisory practice covers the full range of services on Management & Organisation, Financial Management, Governance, Business Development and Lobby & Advocacy.

Agriterra works from local offices in a large number of countries. We work with self-steering teams, so our employees are challenged to use every bit of determination, creativity and strategy to achieve our compelling goals. Being a self-steering organisation makes Agriterra an inspiring and challenging environment for professional growth and development. Agriterra has an annual turnover of approximately 15 million euros, is ISO certified and has over 130 employees, both in the Netherlands and abroad. For more information, visit our website www.agriterra.org.