

## DIGITAL COMMUNICATION INTERNSHIP

Paris, France - 6 months

**JOB TITLE:** Digital Communication Coordinator

### **JOB DESCRIPTION**

Under the responsibility of the Executive Director, and in collaboration with the Communication & Publishing Manager and the Communication Manager, the Digital Communication Coordinator is responsible for carrying out the following mission: Participate in the visibility of the Women's Forum on its digital media and social media

#### **Community Management**

- Create B2C and B2B content (text and visuals) for the Women's Forum's communication campaigns all along the year
- Drive and follow up the content calendar, ensure social media content (text, image and video) is regular and engaging (LinkedIn, Twitter, Facebook, Instagram...)
- Participate in events (virtual, physical, hybrid) to build community and boost brand awareness during the events (live tweeting of the sessions, posts on all social media, ads campaigns etc)
- Identify communication opportunities on social media depending on the news and the activities of the Women's Forum key partners (strategic and global, institutional and academic mainly)
- Write up notes, articles and interview for Managing Director
- Define and monitor key KPI's on a monthly basis to the board
- Participate in the creation and publication of Women's Forum's reports

#### **Design**

- Create social media visuals (templates, banners) on InDesign and/or Adobe Photoshop

#### **Media Relations**

- In partnership with the social media teams of the Women's Forum partners, create and lead social media campaigns to increase their visibility and their and highlight them on the various digital media of the Women's Forum.
- If necessary, prepare press reviews, press releases, and e-mailing campaigns.

## EXTERNAL & INTERNAL CONTACTS

### Internal Relations

- Communication, Program and Event Production teams
- Management team

### External Relations

- Partners and Suppliers
- Medias

## PROFILE

- Highly proficient in Pack Office (Excel, word, Power Point) and PAO (InDesign, Photoshop, Illustrator)
- Experiences with Social Media (Twitter, Facebook, Instagram, LinkedIn)
- Strong interest and experiences in economic and social issues such as gender equality, women's empowerment, climate change, women in Tech, access to health etc
- Bilingual in English and French, another language is a plus
- Excellent writing skills (English/French)
- KPI-focus and analytical mindset
- Experience with paid campaigns on social media is a plus

## QUALITIES

- Rigor and reliability
- Commercial spirit
- Ability to adapt
- Spirit of initiatives and reactivity
- Organized
- Team spirit

**CONTACT:** Send CV and motivation letter to [thanh-huong.nguyen@womens-forum.com](mailto:thanh-huong.nguyen@womens-forum.com)

**About the Women's Forum for the Economy & Society** : The Women's Forum for the Economy & Society is the world's leading platform featuring women's voices, views and values on major social and economic issues. Deploying women's experience and expertise across all generations and geographies, Women's Forum Meetings offer practical discussions on how to overcome barriers and create opportunities, as well as broad, rich and edgy debate on vital issues. The Women's Forum for the Economy & Society also promotes the advancement of women worldwide through business and social networks. Women's Forum Meetings are a sounding board for today's important ideas and a springboard for tomorrow's solutions, bringing together influential trailblazers, women as well as men, from the public and private sectors. The Women's Forum for the Economy & Society, a Publicis Groupe company headquartered in Paris, expresses its commitment to women's progress throughout the year with a range of Women's Forum Initiatives in partnership with corporations, media groups and non-governmental organizations. The Women's Forum also promotes the advancement of women through regional and international networks. More information: [www.womens-forum.com](http://www.womens-forum.com)