

**Student Extern
(12 weeks position)
Outreach and Communications Office**

Entry on duty:	As arranged
Rate of pay:	Unpaid – extern to receive academic credit only
Contract information:	
<p>This is an unpaid position for an externship open to students who are looking to gain practical experience for academic credit in digital communication. There shall be no expectation of contract change or renewal at the end of this assignment and it is expected that the extern will return to the sponsoring academic institution for completion of their studies.</p> <p>The university in which the student is enrolled must have a pre-existing mandatory or elective option for practical experience as part of its degree requirements. The student is personally responsible for obtaining the necessary visa. No living or travel expenses will be paid by the Organization and hybrid working arrangements would be considered.</p>	
Purpose of the Post:	
<p>The overall objective of this assignment is to support the work of the Outreach and Communications Office, in particular with support for various campaigns and projects, which might include the World Maritime theme for the year, the International Day for Women in Maritime and the International Day of the Seafarer (Dots) campaign. The student will assist with producing engaging digital content about the work of various global projects, including on GHG emissions, marine litter, aquatic invasive species and underwater noise. The student will help produce visual and written communications materials and assist with social media. This would include: assisting with the development of digital assets for the campaigns using social media; drafting a variety of communication materials in English; populate and update content on the IMO web pages; and assist with video production if possible. The work will also involve working with a number of colleagues in a multicultural environment.</p>	
Required competencies:	
<ul style="list-style-type: none"> a) Thoroughness and excellent attention to detail in all responsibilities, ensuring consistency in delivery and implementation; b) Excellent communication skills, particularly written English c) Skills with social media, digital communication and demonstrated ability to work in an independent manner; d) Proficient with Photoshop and InDesign; and e) Effective working relationships with internal and external stakeholders, at all levels. 	
Specific academic and professional experience:	
<p>Students of communications, journalism, public relations or digital media. Students of international relations with relevant skills will also be considered.</p>	
Language Skills:	
<p>Complete proficiency in English.</p>	

Other Skills:

Knowledge or demonstrable interest in maritime, environmental, seafaring and sustainability would be an advantage.

Job Description for period January-June 2025

1. Content Creation and Curation

- Assist in creating compelling digital content, including social media posts, articles, and video scripts, that highlight the work and impact of various global maritime projects.
- Gather images, and videos from different sources to support campaign narratives, specifically for the for the online campaigns for the International Day for Women in Maritime (18 May) and the International Day of the Seafarer (25 June).

2. Social Media Assistance

- Help plan, schedule, and execute social media campaigns across platforms, including X, Instagram, LinkedIn, and Facebook.
- Monitor social media channels for engagement and respond to comments, messages, and mentions to maintain active communication with the audience.
- Assist in tracking and reporting on social media analytics to assess the effectiveness of posts and campaigns.

3. Graphic Design and Multimedia Production

- Assist in designing graphics, infographics and visual content for digital platforms using tools like Canva, Adobe Creative Suite, or similar software.

4. Event Promotion and Coordination

- Assist with organizing and coordinating the logistics of (in-person and online) events.

5. Stakeholder and Partner Engagement

- Assist in drafting and distributing communication materials to stakeholders, partners, and sponsors involved in the campaigns.
- Maintain a database of key contacts and assist with outreach efforts to engage partners in campaign activities.

6. Website Management

- Assist with the updating and maintaining of the campaign's website or dedicated webpages, ensuring that content is current and relevant.
- Monitor website traffic to evaluate audience engagement and make recommendations for improvement.

7. Audience Research and Feedback Analysis

- Gather feedback from social media interactions, surveys, and event participation to assess audience sentiment and campaign effectiveness.
- Provide insights and recommendations based on this research to optimize future communication efforts.

8. General

- Attend regular OCO meetings and input into team discussions with ideas.
- Work independently as agreed with the Social Media manager and campaign lead.