

WEB INTERNSHIP

TERMS OF REFERENCE

BUSINESS FIGHTS POVERTY PART-TIME WEBSITE ASSISTANT (INTERNSHIP)

BACKGROUND

Business Fights Poverty is a global community of people and organisations passionate about building an equitable and resilient future. We believe in the power of business to help improve the lives, livelihoods and learning opportunities for the most vulnerable people and communities.

By curating purposeful collaboration, we help companies and their partners access the insights and relationships they need to unlock new opportunities for business and social impact.

Our website is an integral part of our engagement with our network and other audiences, and Business Fights Poverty is looking for a Website Assistant (internship) to support us to manage updates, create engaging content and analyse data and statistics for continual improvement.

DUTIES AND RESPONSIBILITIES

- ◆ Manage Business Fights Poverty's websites on Word Press and Ontraport (training will be given)
- ◆ Help create written, graphic, audio and video content for the websites
- ◆ Create web pages that promote event registration and interaction with our content
- ◆ Segment our users and develop email campaigns that engage our various audiences e.g. Companies, NGOs, Government and Academia.
- ◆ Set up A/B testing email campaigns via our CRM platform
- ◆ Undertake regular analysis of Business Fights Poverty's audience interaction with its various websites (main website, event pages, response centres, etc).
- ◆ Undertake monthly web visits reporting using Google Analytics

- ◆ Keep abreast of evolving trends across web channels and make recommendations for new testing/trialing of innovative web content
- ◆ Evaluate peer and competitor website platforms.

COMPETENCIES

- ◆ Excellent time management and strong interpersonal skills
- ◆ Ability to multitask, to work flexibly and meet tight deadlines
- ◆ Attention to detail and ability to work independently and effectively with minimum supervision
- ◆ A global outlook, humility, and a good sense of humour.

ELIGIBILITY AND SKILLS

- ◆ Written and spoken English fluency
- ◆ Attention to detail
- ◆ Computer literacy and ability to learn new computer skills quickly
- ◆ Some experience working in a fast-paced environment with multiple demands from different people.
- ◆ Proficiency in MS Office, Google Docs.
- ◆ Knowledge of WordPress is a plus.
- ◆ Design skills a plus.



HOW TO APPLY

Please submit your CV, letter of interest or statement, and a sample of your writing to Yvette Torres-Rahman at:

yvette@businessfightspoverty.org

by **5th June 2021**

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This is a six-month paid internship with flexible timings, to be discussed on application. Ideally we are looking for someone for around 15 to 20 hours spread over 3 to 5 days a week. The Business Fights Poverty team is a global team based in multiple locations. The intern will join the team virtually so they can perform their work from any location compatible with the UK time zone. The intern should also be prepared on occasion to assist other team members with social media and other tasks as needed.

We are a flexible and international team, bringing together talented people to deliver an exceptional experience for our clients, with each of us driven by a deep sense of purpose. Team members have the flexibility and support to combine a passion for our mission with other passions in their lives.