

Job description - Communications Intern with the SME Finance Forum

1. Background:

Small businesses are essential for economic growth because they account for over 95 percent of businesses worldwide and provide more than half of all jobs. Despite their contribution to economic growth, an estimated 200 million businesses worldwide do not have the financing necessary to invest and create new jobs. The G20 created the SME Finance Forum at the Seoul Leaders' Summit in 2010. In 2012, thanks in part to a pledge of support from Germany, the new initiative opened as a platform to share knowledge, spur innovation, and accelerate financing for SMEs. It has come a long way in the 3 short years since it opened its doors. It has become a hub for knowledge-sharing on what works and what does not in SME finance. It has served as both a connector and convener—bringing together banks, financial technology (Fintech) companies, regulators and development finance institutions. It is making SME data more open and accessible, so that private and public sector leaders can readily use it as a basis for more informed decision-making. It has also become a voice in global and regional SME policy through its partnerships with other international agencies.

In November 2015, the SME Finance Forum launched its global member network consisting of financial institutions, financial technology (fintech) companies, and development finance institutions that share a strong commitment to promote the growth of small businesses. One of several core membership services is annual conference where members of the SME Finance Forum get together with their peers, industry experts, innovators and regulators to exchange knowledge, experiences and network.

The SME Finance Forum is looking for an intern to help the team with digital communications, including social media channels (LinkedIn corporate page, LinkedIn discussion group and Twitter account).

The intern is needed starting from January 2021 through to April 2021 (dates are flexible). This is not a full-time internship. We expect the intern to be able to work 2 to 3 days a week.

2. Scope of work

Working closely with the SME Finance Forum team, the intern is expected to perform a wide range of tasks which may include, but not limited to, the following:

- Blog writing (following webinars and virtual roundtables)
- Draft member news article and social media posts
- Draft member press release announcement
- Draft other social media posts as needed
- Prepare social media cards and visuals as needed
- Data cleaning and importing (mailing list and new CRM)
- Uploading information to our event website (through existing CMS)
- Develop other communications products as needed

3. Selection criteria

A successful candidate would typically have:

- Bachelor's degree in marketing, Communications, Knowledge Management or related field
- Familiarity with CMS to help update event website
- Excellent writing skills and an interest in SME Finance and event organization
- Familiarity with image editing tools (Canva in particular)
- Ability to work effectively in a small team, communicate ideas clearly and confidently, articulate issues and recommend solutions
- Very energetic and able to work in a fast-paced environment.
- Excellent organizational skills with relentless attention to detail and ability to prioritize and deliver assignments on schedule.

- Physical presence in the IFC office in DC is not required