

## **Job description - Communications Intern with the SME Finance Forum – International Finance Corporation, World Bank Group**

### **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, Facebook corporate page and Twitter account).

**The intern needs to commit for at least 6 months. The starting date is flexible.**

**This is not a full-time internship.** We expect the intern to be able to work 2 to 3 days a week and commit to a minimum of 15 to 20 hours a week. **This is an unpaid internship opportunity.**

**This opportunity is for candidates currently enrolled in a graduate program.**

### **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 other virtual events)
- Draft member news article/PR and social media posts
- Develop other communications products as needed (social media campaign in particular)
- Prepare social media cards and visuals as needed (using Canva)
- Uploading information to our event website (through existing CMS)
- Video editing (Teaser and other short promotional videos)
- Data cleaning and importing (mailing list and new CRM)

### **3. Selection criteria**

A successful candidate would typically have:

- Bachelor's degree in marketing, Communications, Knowledge Management or related field
- Excellent writing skills and an interest in SME Finance and event organization
- Familiarity with image editing tools (Canva in particular) and video editing
- Familiarity with CMS to help update event website
- 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

For more information, send an email to Sarah Chataing, Communications Lead - [mchataing@ifc.org](mailto:mchataing@ifc.org)