

Term of Reference Social Media Intern

Background

IRID (Indonesia Research Institute for Decarbonization) is an Indonesia-based think tank focusing on policy analysis and policy advocacy to support decarbonization and resilience society. As an open and neutral organization, IRID supports gender equity, two out of four its co-founders are women. IRID will employ and treat people based on their capabilities that suites to the need of the organization, not based on their gender, ethnicity, nor religion.

Established on 13 December 2020 in Jakarta, Indonesia, IRID was founded with a strong vision to continuously promote decarbonized and climate resilient development, not only in Indonesia, but also at the global level. IRID works in the areas of, but not limited to, climate policy and negotiation, carbon market, renewable energy policy and development, climate finance as well as environment and climate law. IRID also aims to not only raise awareness but also to build capacity of relevant stakeholders to make them able to actively contribute in the effort to achieve decarbonized and climate resilient societies.

Effective and precise communication plays a pivotal role in advancing the crucial cause of decarbonization and fostering resilience in the face of climate change. The complexity of climate-related issues demands a communication strategy that is not only informative but also tailored to the specific needs and concerns of various audiences. Clear and compelling messages about the importance of building climate-resilient societies and decarbonization are essential to inspire widespread understanding and action. As part of IRID's efforts to achieve those goals, IRID has been actively communicating and delivering climate change issues by conveying information accurately and resonating with diverse audiences through various communication platforms, including social media and website.

Realizing the importance of effective and engaging communication products through good content with adequate communication targets, IRID is currently opening internship opportunities for social media, with the following tasks and requirements.

Scope of Work

Under the direct supervision of Communications Officers, the Social Media Intern will undertake the following tasks:

1. Contribute to the developing, planning, design ideas and implementation of internal and external strategies for communication activities in all IRID's communication platforms, including website, social media, and other digital engagement tools;
2. Assisting Communications Division to manage digital engagement with key audiences via IRID's website and social media channels and ensuring the products in high quality and accordance to IRID's standard;
3. Monitor trends and latest developments relevant to IRID's content;
4. Contribute to all IRID's events;

Selection criteria:

- Minimum Bachelor degree from any major (preferably from Communications, Literature, Marketing, or equivalent);
- Eager to learn on issues related to climate change and decarbonization;
- Familiar in handling different social media platforms (especially Instagram and LinkedIn);
- Ability to identify trends, will be an advantage;
- Effective communication skills (Bahasa Indonesia and English both written and verbal), especially in copywriting and an ability to convey ideas in a clear and engaging style;
- Capacity to work simultaneously on a variety of issues and tasks independently, adjusting to priorities and achieving results with agreed objectives and deadlines;
- Demonstrated ability to function as a team player in a multicultural team, within and across teams, deliver on complex and sometimes parallel tasks on very tight deadlines.

For interest applicants, please send us your **CV**, **cover letter**, and **portfolio (mandatory)** to irid@irid.or.id at the latest **11 August 2024**, with subject: **Intern_Social Media– (Your Name)**.