

Global Connect Initiative Public Messaging Project



Project Title	Global Connect Initiative Public Messaging Project
Project Summary	The virtual intern will create a short, 2-3 minute video that conveys the importance of global internet connectivity for economic development and produce other on-line and social media content that does the same.
Country	United States
Agency	Department of State
DoS Office	EB/IFD/ODF
Post	N/A
Section	N/A
Number of Interns	1

Project Description

The Global Connect Initiative seeks to connect 1.5 billion more people to the internet by 2020 and mainstream the view that internet connectivity is as important for economic development as more traditional investments in roads, railroads, and ports.

The Department of State's Economic Bureau seeks a creative storyteller with film-making skills interested in creating a short, inspirational video that convincingly conveys why internet connectivity matters. The video or animated infographic will illustrate how connectivity can have a real impact on people's lives around the globe. The project will include research to gather interesting, worldwide examples as well as completely creating the video, which will be made available on-line upon completion. The virtual intern will also create a variety of other products for the same purpose, to be deployed across a range of social media and on-line formats.

Desired Skills Interests

Skill

Social Media

Interest in development and social impact

Storytelling

Video design

Video editing

Infographic design

Additional Information

Video-making and editing skills are essential. An ideal candidate will be familiar with social media and interested in economic development and/or internet and communications technology. Marketing or strategic messaging experience is desirable, as is fluency in a second language. Some international experience, particularly having traveled or lived in the developing world, would be desirable to better understand the goals of the project and further nuance the messaging.

The preferred candidate will be creative and a self-starter, who can take an idea and run with it. The virtual intern will need to be available for regular conference calls on a weekly or bi-weekly basis to assess progress.

Language Requirements

None