

Digital outreach in Russia: Share the USA travel story



Project Title	Digital outreach in Russia: Share the USA travel story
Project Summary	Help Consulate Yekaterinburg strengthen outreach to potential travelers, students, and exchange participants by crafting an inviting and visually-appealing digital presence.
Country	Russia
Agency	Department of State
DoS Office	N/A
Post	YEKATERINBURG
Section	CONS
Number of Interns	1

Project Description

Consulate Yekaterinburg is looking for a creative and motivated intern to contribute to our digital outreach portfolio in one of the world's geographically largest consular districts. Our intern will create graphic and video products for a broad audience, develop online resources aimed at future visitors to the US, and contribute to user engagement research.

Desired Skills Interests

Skill

Digital media

Graphic design

Video editing

Social Media

Outreach

Social Media Marketing

Strategic Communications

data analytics

Ability to work independently

Ability to meet deadlines

Additional Information

Our intern will have frequent opportunities to give input, to suggest his or her own solutions to outreach challenges, and to work closely with consular officers. This is a fantastic opportunity to learn about the incredible diversity of Russia beyond its capital.

Candidates who have traveled overseas with study abroad or exchange programs are particularly encouraged to apply.

Helpful programs to know: Drupal or Wordpress, Adobe Illustrator, Final Cut Pro/Adobe Premiere Pro/Adobe After Effects/Camtasia, Vimeo, YouTube, Twitter, Facebook, Instagram, Hootsuite, Sprout

Language Requirements

<u>Language</u>	<u>Speaking Proficiency</u>	<u>Reading Proficiency</u>	<u>Importance</u>
Russian	Elementary proficiency	Limited working proficiency	Nice to Have