

Storytelling & Marketing for the Fulbright Program



Project Title	Storytelling & Marketing for the Fulbright Program
Project Summary	The Office of Academic Exchange Programs in the Bureau of Educational and Cultural Affairs (ECA/A/E) seeks one or two eInterns to support communications and outreach initiatives for the Fulbright Program.
Country	United States
Agency	Department of State
DoS Office	ECA/A/E
Post	N/A
Section	N/A
Number of Interns	3

Project Description

In 2016, the Fulbright Program is celebrating its 70th anniversary. The Fulbright Program fosters mutual understanding between the people of the United States and the people of other countries, impacting local communities and the world through innovative and inclusive educational opportunities for current and future leaders. With more than 370,000 alumni, there are many amazing stories of Fulbrighters to share. eInterns will assist in creating recruitment and marketing materials that tell the story of the Fulbright Program's past seven decades and highlight the achievements of Fulbrighters around the world.

eInterns will be responsible for developing engaging graphics that highlight fast facts and information about the Fulbright Program. They will also be charged with developing data visualization campaigns that highlight the growth and success of the Fulbright Program in all world regions.

Desired Skills Interests

Skill

Marketing

Data visualization

Graphic Design

Detail Oriented

Adobe Indesign

Attention to detail

public relations

Expearence in designing communication and marketing materials

Strategic Communications

Ability to work independently

Additional Information

In addition, eInterns will help catalogue and populate the Fulbright Source, a digital asset management system used by Fulbright program staff around the world. The Fulbright Source gives staff ready access to store and use photos, videos, and other program-wide resources such as one-page informational fliers, brochures, press kits, logos and annual reports. eInterns will work with ECA/A/E and its implementing partner organizations to build a catalogue of existing open-source platforms (e.g., social media channels, websites) of Fulbright Commissions and Fulbright Program properties and to archive digital assets (e.g., photos, articles) from those platforms in the Fulbright Source.

Desired Qualifications:

- Graphic design experience
- Access to graphic design software
- Data visualization experience
- Detail-oriented, organized
- Capable of working independently
- Public relations, marketing, communications major preferred
- Experience with digital asset management systems preferred

Language Requirements

None