

Contribute to creative public affairs and outreach projects for the Office of Public Liaison!

VIRTUAL STUDENT FEDERAL SERVICE



Project Title	Contribute to creative public affairs and outreach projects for the Office of Public Liaison!
Project Summary	Are you interested in public affairs, strategic communication, and outreach? We need your creative thinking, research, writing, graphic design, and social media skills to help facilitate State Department domestic engagement programs that highlight the importance of diplomacy around the world!
Country	United States

Project Description

The Office of Public Liaison in the Bureau of Global Public Affairs fulfills a mission of the State Department to inform Americans about the importance of diplomacy and the foreign affairs work of the State Department by connecting Department experts to domestic audiences -- directly engaging the American people to explain the Department's policies and priorities at home and abroad, through various outreach activities such as briefings, conferences, social media campaigns, and other events in Washington, D.C. and around the country.

For the 2020-2021 semesters - we are looking for two virtual interns who can creatively build upon previous outreach campaigns - and brainstorm new ones - designed to highlight State Department policies and priorities, as well as programs and connections, that benefit local communities throughout America. We are looking for interns who can help facilitate virtual conversations on foreign policy between students and Department experts - particularly through our "Foreign Policy Classroom" program.

Are you a creative and enthusiastic student who can help us with the following tasks?

Communications / social media engagement: Research and draft original social media content relevant to ongoing public engagement programs, as well as research and draft social media content on foreign policy topics and State Department activities across the country. Measure web traffic and social media analytics. Develop an optimal posting schedule (based on web traffic and engagement metrics). Suggest innovative ways to increase page membership, likes, and overall engagement.

Graphic design: Create engaging graphics, on an as-needed basis, related to an ongoing social media campaign that highlights the different ways the State Department impacts each U.S. state and territory.

Creative Thinking and Research: Help us brainstorm ways to be more effective at conducting outreach to our stakeholders and various domestic audiences. Research local community resources and civil society organizations in all 50 states to build upon an existing outreach contact database. Other duties as assigned.

Outreach: Work with our "Foreign Policy Classroom" team to facilitate innovative programming bringing the latest in foreign policy knowledge directly to interested students.

Required Skills or Interests

Skill(s)

Editing and proofreading

Graphic design

Infographic design

Marketing

Social media management

Writing

Additional Information

None

Language Requirements

None