Digital Communications Guru

Project Title	Digital Communications Guru
Project Summary	Create and implement digital communications strategy for American Corners North Macedonia. Work with the dynamic ACNM team to create engaging content for social media, website and newsletters.
Country	Macedonia

Project Description

The American Corners in North Macedonia are spaces where people can come together to learn about the USA, to acquire new skills, to innovate and to network. In the nearly 15 years of existence in the country, the ACNM have constantly grown their membership and tailored their programs and resources to the needs and trends of the new generations. In the COVID-19 era, the Corners are looking to enhance their online presence, by making full use of their newly created website, by increasing reach to audiences via their social media channels and eganing more people in the variety of programs they offer.
The eIntern will work with ACNM staff to develop a digital communications strategy, and to create content in the process of its implementation. The new strategy will include:
- social media plan with the aim to increase reach and engagement, and promote programs to existing and new audiences;
- Driving traffic to the website where Corners announce their programs, resources and opportunities, by regularly creating content (events, library updates, blogs and news); attract new members to sign up using the website
- Automated email communications: building mailing lists and creating newsletters
- Other means of communication

Required Skills or Interests

Skill(s)
Editing and proofreading
Marketing
Social media management
Videography
Writing

Additional Information

None

Language Requirements

None