

Social Media Marketing Internship

Starting date: Immediate

Length: 6 months

Expenses will be covered

About ORT

ORT is a global education network that is passionate about unleashing the potential of young people so they can lead prosperous lives and have a positive impact on the communities around them.

We have been changing lives since 1880, when ORT was founded to elevate the condition of Russian Jews by teaching them essential trades and professions. Focusing on building economic self-sufficiency around the world, ORT expanded its non-profit activities despite war and regime change, and through industrial revolution.

Today, the ORT network reaches 300,000 people annually — making it one of the largest educational NGOs in the world. By developing 21st century skills with a focus on science and technology education, ORT builds self-esteem and a positive mind set in young people so they can build future success for themselves and their families.

About the Social Media internship

As part of your internship, we would expect to be able to provide you with work experience in the Global Jewish not-for-profit sector within a marketing and communications setting and anticipate that you will be able to stay with us over a six month period which would allow you and World ORT to gain the most out of this experience.

You will be joining ORT at an exciting time as we have recently rebranded. Your internship will contribute in implementing and building a strong brand.

Our expectations of your time would be to contribute in creating an online community within our student body via our Instagram account.

As part of this mission on Instagram, you will be supported to:

- Develop the Instagram editorial calendar
- Grow the Instagram community creating a sense of belonging among ORT students
- Source and write stories and create a series of stories (ORT students, ORT staff portraits, ORT History #tbt, etc.)
- Design visuals using Canva, Crello and Animoto
- Brainstorm and implement Instagram contest
- Promote ORT events to students

Your internship will also include organising, tagging and categorising a bank of ORT images and general support to the marketing department.

During your time with us we hope you will gain experience within this sector and the work force that will stand you in good stead for your future endeavours.

Your profile

We are looking for a natural passionate about Instagram and social media. Instagram stories and its features should have no secrets for you. You have a key eye to detail and like to create perfect visuals.

- You are studying a Masters in Marketing
- You are fluent in English
- You thrive working in a team and are capable of taking initiative

To apply, please send your CV to Ruth Etzioni at ruth.etzioni@ort.org