

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 Marketing 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 and have a new Marketing & Communications (MarComm) department which includes a full-time Head of External Affairs, Marketing Manager and Graphic Designer. Your internship will focus on in implementing and building a strong brand across social media, optimising the website and assisting with general copywriting and video creation.

Social Media

You will help us to build a strong brand and community in line with the MarComm strategy across Instagram, Facebook and Twitter.

- Develop and implement the editorial calendar across social media channels
- Grow our social media following, reach and engagement
- Create content, source and write stories, case studies and testimonials 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 competitions
- Promote ORT events to students
- Monitor and report on social media engagement and analytics

Website

You will help to support the Head of External Affairs and Marketing Manager with keeping the website up-to-date, key tasks include:

- Uploading and publishing photo galleries
- Publishing content in the 'News & Media' section
- Updating and creating pages when necessary

Other tasks

- organising, tagging and categorising a bank of ORT images and general support to the marketing department.
- General copywriting for social media, website and other print and digital channels.
- Create engaging videos for use on social media and the website

Your profile

We are looking for an individual who is passionate about marketing and willing to learn practical day-to-day marketing skills. The individual will have a strong eye for detail and likes to create perfect visuals.

- You are studying an Undergraduate or 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 along with a covering letter to Ruth Etzioni at recruit@ort.org