



## IYIP INTERNSHIP 2024-2029

### Person in charge of communications and social networks in Bénin

**Internship location:** Porto-Novo, Benin

**Host organization:** Réseau d'Appui aux Initiatives Locales - RAIL NGO

RAIL is a Beninese non-governmental organization officially created in 2014, but which has been working in Porto-Novo since 2003. Its mission is to improve the living conditions of families in difficulty in Porto-Novo. The organization develops projects focused on empowering the population, developing technical and organizational skills geared towards entrepreneurship, innovation and creativity, particularly for the benefit of women and young people. RAIL supports and implements initiatives on equality between women and men for a more prosperous, equitable and just world.

**Position title:** Person in charge of communications and social networks

**Mandate:** RAIL currently has a dynamic website and Facebook page. The NGO has four full-time employees and three temporary employees. However, the NGO intends to develop a wider international reach through its communications channels. It would like to have its own YouTube channel, broadcast videos of its actions, including sharing the stories of the women and entrepreneurs it supports, etc. RAIL would also like to undertake socio-financing campaigns with Montreal-based NGO CITYA ([ongcitya.com](http://ongcitya.com)).

CITYA is headed by Sylvie Labelle, who is also a founding member of RAIL. Recently retired, she is actively involved in fundraising for RAIL. During the pandemic, Ms Labelle interviewed 25 women from Porto-Novo to find out more about their lives. She has written a book on the subject, which she hopes to publish.

The aim of this publication is to support a socio-financing campaign for RAIL. RAIL would like to have a communications intern to boost its Facebook and Instagram pages, as well as the RAIL website. The intern could also look into the possibility of developing a YouTube channel. Finally, the intern will also support the RAIL and CITYA teams in developing socio-financing campaigns, particularly in the context of the publication of Ms. Labelle's book.

During the 3-month internship in Benin, the intern will benefit from adequate accommodation and a safe and secure workplace in Porto-Novo.

Among other things, the intern will have the opportunity to focus on the following areas:

- **Develop a communications strategy to raise awareness of the activities of RAIL and its**

partner CITYA.

- **Deliver communications training to support RAIL members and employees.**
- **Participate in the development of a YouTube channel and campaign to benefit RAIL activities.**
- **Improve and energize the Facebook and Instagram pages as well as the RAIL website.**
- **Train members of RAIL and its partner CITYA in socio-financing campaigns.**
- **Train certain women's groups who use social networks to promote and sell their products.**

**Required skills:** The candidate must have a strong interest in the field of international development, education and gender equality, but also in communication, research and advocacy development. They must speak French and have good writing skills.

### **Training before departure and upon return from the internship**

Before leaving, participants have the chance to participate in a 2-weeks (10 business days in total) professional training course (**in French and English with accommodations**) led by instructors **recognized in their field**, during which they will address diverse themes as per the following program.

The IYIP also aims to help participants integrate the job market when they return. In this context, participation in the program includes **workshops** designed to **improve interview skills and strengthen job search tools**.

### **In addition, participation in the IYIP covers:**

- Travel and medical insurance costs;
- Plane tickets;
- Mandatory vaccinations\*;
- The cost of the visa, if necessary;
- The organization of accommodation ;
- Daily living expenses ;
- Personalized follow-up during your international stay.

### **Duration of international stay: 3 months**

### **To be eligible for the International Youth Internship Program (IYIP), the candidate must:**

- Be a Canadian citizen or permanent resident;
- Be facing barriers to employment by belonging to or identifying with a group of people who face discrimination such as people living with disabilities, Indigenous people, racialized youth and members of the 2SLGBTQI+ community.
- Be between the ages of 18 to 30 years old at the time of final selection (i.e. at the time of signing the contract by the intern and Alternatives);
- Have never participated in the IYIP (with some exceptions: see our FAQ section)

**Language: good knowledge of written and spoken French required.**

**Interested? To register, please access the form below by clicking on apply.**

**Only those who send their CV and covering letter (via the registration form) will be considered in the selection process.**

Information: [psij@alternatives.ca](mailto:psij@alternatives.ca)

**Take your chance!**