



# EMBASSY OF DENMARK

## COMMUNICATION AND PUBLIC DIPLOMACY INTERN GHANA/WEST AFRICA

This is an exciting time to be in West Africa. Ghana has been a safe, stable democracy for the past 25 years, and has recently under the motto "Ghana Beyond Aid" intensified its efforts for structural transformation of the economy and the creation of many more jobs.

Following Ghana's graduation to lower middle-income status in 2011, Denmark decided to gradually phase-out its development cooperation by 2020. At the same time new cooperation instruments has been introduced such as the strategic sector cooperation and the support provided to Danish companies and investments has been expanded.

In this new environment, we must improve our communication and public diplomacy efforts. We need to upgrade our strategic communications work and make full use of online platforms including social media. This is where we need you.

Your place of work will be the Embassy of Denmark in Accra, Ghana.

### The internship will provide you with:

- An insight into international diplomacy and Denmark's commercial, political and development partnerships in West Africa.
- Hands-on experience with strategic communication in an African environment.
- Dedicated colleagues ready to guide and involve you in their work.
- An opportunity that will match your capacity and challenge your aspirations.
- Influence on what projects you would like to work with.

### Who are you?

To apply for an internship, it is a condition that you are:

- at your final year of an undergraduate degree; or
- on your last semester of your internship if you study journalism, or
- enrolled in a relevant master's programme in Denmark (e.g. in journalism, communication, film and media, rhetoric, marketing or political science);

Key qualifications:

- **You know how to write an engaging story.** You will be producing news for the Embassy, where the captivating story is key - whether writing about Danish trade in Ghana, development projects or feature articles on Danish-Ghanaian relations.
- **You know about web-page editing, social media, editorial work.** Having a good foundation for your core assignments will be key to make your work and stay as interesting as possible. Knowledge of SiteCore is a plus.
- **You have diplomatic skills.** You will work closely with stakeholders from different departments and embassies. As part of the Embassy, you represent Denmark abroad. It is important that you have good interpersonal skills, can actively network internally and externally, seek out good stories, are a good listener and can make your points with both tact and tenacity.

- **You are curious and resilient.** You are excited about the possibility to live and work in Ghana and learn about West African culture, politics, business and people. This requires a lot from you in terms of open-mindedness and adaptability. Add to this that you will work at an Embassy where work can be hectic and sometimes unpredictable. It is important that you are able to embrace these challenges in stride.
- **You get things done.** We have high expectations for your time here. We expect you to be comfortable meeting deadlines, delivering a product of high quality, and to chip in and help with the many tasks - from the mundane to the novel - that working at a Danish representation entails.
- **You take good photos and videos.** Pictures and videos are key elements of good communication. We have the hardware but you must know how to use it.

Good IT skills (including MS Office) and proficiency in Danish and English are also musts. French language skills and a good eye for graphic design are additional assets.

### **When?**

The internship is six months. The period of the internship will be from 01.08.2019 to 31.01.2020.

### **Scope of your work**

You will support the Embassy in Accra's work on communications and public diplomacy.

You should expect most of your work to relate to supporting the commercial activities. This includes editorial work, photos/videos, establishing and updating web-pages/social media and preparing posters and materials for commercial activities.

We expect you to write articles; help develop communication strategy, tone-of-voice and training for relevant staff and to establish contact and dialogue with national media in Ghana.

You are also expected to participate in practical tasks at the Embassy (e.g. arranging meetings, taking minutes or prepare travel). You may also be asked to participate in meetings and field trips in Ghana to programmes and projects.

You will refer to the Deputy Head of Mission at the Embassy in Accra, Ghana.

### **Allowance?**

The Embassy provides a subsidy of DKK 3,000 per month to support your expenditures for accommodation, food and transport.

### **How do you apply?**

The application should be in English and include a description of how the internship can contribute to the applicant's studies. CV and a copy of grade certificate should be attached. The application should be titled "Communication and Public Diplomacy Intern" and should be sent to: [accamb@um.dk](mailto:accamb@um.dk)

### **Further information?**

Questions can be addressed to Deputy Head of Mission, Head of Cooperation Peter Eilschow Olesen ([petole@um.dk](mailto:petole@um.dk)) or current intern Kristina Pihl ([kripih@um.dk](mailto:kripih@um.dk))

**Deadline for applications is 3<sup>th</sup> of March at 23.59 Hrs (Danish time)**