

Date: 1 November 2023

Call for Application:

Intern of Public Relations

About LEDARS: LEDARS (Local Environment Development and Agricultural Research Society) is a prominent non-governmental development organization with a two-decade history of dedicated service in the southwest coastal areas of Bangladesh. Our organization is committed to addressing critical issues such as water resource management, climate change, climate justice, resilient agriculture, environment conservation, gender equality, and youth development. We believe in making a positive impact on the lives of people in the region and empowering communities for a sustainable future. If you are a passionate and creative individual with a strong passion for social media and the ability to drive social campaigns effectively; you can apply to our dedicated team.

Job Responsibilities:

1. Create high-quality content for social media use.
2. Manage LEDARS' social media accounts and page, including but not limited to Facebook, Twitter, Instagram, YouTube, and LinkedIn, to enhance our online presence.
3. Develop and execute innovative social media campaigns to raise awareness about our projects and activities, engage with our target audience, and promote our organization's mission.
4. Create visually appealing and engaging content, including graphics, videos, and written posts, to convey our messages effectively.
5. Develop monthly content calendar aligned with our project goal and activities.
6. Monitor and analyze social media metrics to assess the performance of campaigns and make data-driven improvements.
7. Collaborate with cross-functional teams to align PR and social media efforts with LEDARS' organizational goals.
8. Stay updated on media trends and emerging social media platforms to keep LEDARS at the forefront of online communication.

Qualifications:

- Graduate with a degree in Communications, Public Relations, Marketing, or a related field from reputed Universities.
- Proficiency in graphic design, video creation, and multimedia content tools, e.g. Adobe Creative Suite, Canva, or similar.
- Excellent written and verbal communication skills in both Bengali and English.
- Knowledge of SEO and keyword optimization for social media.
- Creative thinking and a knack for generating innovative ideas for social media campaigns.
- Basic knowledge to use Artificial Intelligence (AI).
- Candidates must have a laptop and be willing to travel in remote areas.

Age Limit: 35 Years.

Remuneration: 15,000 taka monthly.



Local Environment Development and Agricultural Research Society

Head Office:

Village: Munshigonj, Post Office: Kadamtala,
Upazila: Shyamnagar, District: Satkhira, Post Code: 9455,
Bangladesh.

How to Apply:

If you are a proactive, creative, and enthusiastic individual with a desire to make a meaningful impact through your work, we invite you to apply. Send your resume, a cover letter, and any relevant portfolio or examples of your social media work to hrd.ledars@gmail.com. Be sure to mention "Application for Interns of Public Relations" in the subject line of your email. Applications should be submitted by 07 November 2023.

Additional Information: LEDARS is an NGOAB-registered NGO working in southwest Bangladesh since 1996. By this time LEDARS has obtained several national and international recognitions for its work. LEDARS has the special consultative status of UN ECOSOC and observer status of UNFCCC. LEDARS is the winner of the Zayed Sustainability Prize 2023 in the water category.

Only short-listed candidates will be called for an interview.

LEDARS is an equal-opportunity employer and encourages qualified women to apply.