

Terms of Reference
Public Relations, Media and Brand Intern
Duration: 3 –6 Months

Background

Save the Children is the world's leading independent organization for children. We work in over 120 countries to ensure children survive, learn, and are protected. In Thailand, we have been making a difference for over 40 years by focusing on child rights, education, protection, and emergency response.

This internship offers an opportunity to contribute to meaningful projects while gaining hands-on experience in public relations, press communication, media outreach, and brand development. Interns will have the chance to work on real-world campaigns and help build the Save the Children brand through strategic media interactions, press communications, and public engagement activities.

The Public Relations, Media, and Brand Intern will support the team by drafting press releases, managing media contact lists, coordinating media events such as press conferences and interviews, and contributing to developing the organization's brand identity. The intern will also engage with journalists, influencers, and bloggers to expand the organization's media presence and strengthen its brand recognition.

Objectives, Key Actions, and Deliverables:

Objectives	Key Actions	Deliverables
1. Media Outreach Support	<ul style="list-style-type: none"> - Research on topics of media interest aligned with Save the Children's projects. - Propose media topics to the supervisor. - Plan and draft press releases. - Prepare talking points with the spokesperson. 	<ul style="list-style-type: none"> - Monthly media release plan. - Drafted press releases for key campaigns. - Talking points for spokespersons.
2. Media Contact and Relationship Management	<ul style="list-style-type: none"> - Regularly update and maintain media contact lists. - Follow up on media inquiries and engagement. 	<ul style="list-style-type: none"> - Monthly media engagement summary. - Updated media contact list.
3. Media Coverage Assessment	<ul style="list-style-type: none"> - Monitor media coverage of campaigns and events. - Analyze and assess the effectiveness of media exposure. 	<ul style="list-style-type: none"> - Weekly report on child-related news and public interest recommendations. - Monthly media clipping and analysis report.
4. Branding and Media Integration	<ul style="list-style-type: none"> - Collaborate with the team to enhance Save the Children's brand visibility through media. - Support the development and alignment of brand messaging across media channels. 	<ul style="list-style-type: none"> - Monthly branding strategy recommendations. - Brand consistency check on media communications.

Objectives	Key Actions	Deliverables
5. Track Media Coverage and Assess Effectiveness	- Monitor and analyze media coverage, prepare reports on media exposure.	- Reports on campaign effectiveness, including brand performance.
6. Media/Celebrity Event Coordination	- Coordinate press conferences, interviews, and media briefings. - Collaborate on celebrity and fundraising event activities that enhance brand presence.	- Agenda for celebrity, fundraising, and press-related events. - Post-event reports with brand impact analysis.

Management

This position will report to the **Brand and Media Coordinator** under the Head of Communications and Engagement.

Time frame

Three to six months (minimum 20 to maximum 25 working days/month).

Payment

Daily rate based on **10,000 THB per month for 20 working days**. Payment will be made upon the receipt of an invoice for actual working days. If the intern works fewer than 20 days, the calculation will be pro-rata. Additional working days beyond 20 will be compensated on a pro-rata basis.

Qualification:

1. Current student or recent graduate in Marketing, Communications, Public Relations, or a related field.
2. Strong verbal and written communication skills in both Thai and English.
3. Excellent organizational skills and attention to detail.
4. Ability to manage multiple tasks efficiently and work in a fast-paced environment.
5. Interest in nonprofit work, public relations, and public communication.
6. Familiarity with digital tools such as Google Workspace and media monitoring tools is a plus.

The Application Process:

- Interested candidates should submit their CV, a covering letter and an optional portfolio via email to chanita.craythorne@savethechildren.org. Please state 'Public Relations Intern- Applicant's name and Surname' in the email's subject.
- The closing date: 25 December 2024 with interviews taking place from now - 29 December 2024. The successful candidate will start the internship the Internship Agreement has been signed which should be within January 2024