African Studies Center K-16 Education Outreach Program
Communications Intern Position

Semester: Fall 2021
Location: remote and/or on-campus (232 Bay State Rd)

Position Title: African Studies Center Outreach Program Intern

Overview of the Office:
The African Studies Center is housed in the BU Frederick S. Pardee School of Global Studies and it works to promote interdisciplinary research on the continent and educate future leaders and practitioners in African Languages. The administrative staff consists of the Director, Assistant Director, Program Administrator, Outreach Manager, Publications Editor, and Publications Assistant.

The Outreach Program is a part of the African Studies Center and one of ten federally funded programs in the United States that expands accessibility and knowledge of Africa. The Outreach Program reaches K-12 students and teachers, community college students and teachers, educational organizations, companies and business organizations, and other constituencies in New England and throughout the country by providing information, events, materials, and services, with the central mission to promote teaching and learning about Africa.

Position Description:
The intern will work alongside the Graduate Student Program Assistant and provide administrative, marketing and event support to the Outreach Manager. Preference given to students with Education & African Studies background. Marketing experience desired.

Work Schedule:
5-7 hours/week

Responsibilities:
- Create flyers and other marketing visuals for ASC Outreach through Canva and other design platforms
- Assist with recruitment for the Teaching Africa Teachers Certificate Program (TAT)
- Video editing of recorded events to be uploaded on the ASC Outreach website and Youtube Channel
- Manage and curate content for ASC Outreach social media platforms such as
Facebook and Instagram (knowledge of SEO and other marketing strategies preferred)

- Maintain ASC Outreach Wordpress webpages
- Provide TAT event web support for Outreach Program Manager

**Professional Growth and Development:**
- Grow a portfolio of video and design samples
- Grow experience of web development
- Prioritize tasks and projects to meet deadlines
- Communicate with educational leaders and scholars
- Gain experience in copywriting for education marketing

For additional inquiries, please contact africa@bu.edu or the Outreach Program Manager, Dr. Elsa Wiehe, at ewiehe@bu.edu.