

COMMUNICATIONS INTERN

Overview

Would you like to help combat the unequal access to information and spread the knowledge about democracy and human rights with high quality documentaries all over the world? Then you might be the person we are looking for. THE WHY's vision is to make investigative documentaries available to everyone, everywhere. THE WHY now reaches more than 200 countries and territories with over 70 TV-broadcasters, local non-profit organizations and schools. THE WHY just reached 14 million views on YouTube. Each of our films reaches an estimated average of 100 million viewers.

The Communications intern will work directly with the head of communications, supporting the implementation of the organisation's communication strategy, taking care of Social Media platforms (Twitter, Facebook, Instagram and LinkedIn), writing articles for The Why's website, working on press relations internationally and in Denmark, and relationships to partners and film festivals. The work also includes some ad hoc administrative tasks.

Responsibilities

1. Communications; assisting in an innovative communications strategy across SoMe to increase online engagement between audience, broadcasters, potential funders and other relevant stakeholders and THE WHY.
2. Press relations: supporting and improving the press relations of THE WHY, writing and sending press releases, and arranging interviews – both in English and in Danish. THE WHY has an intriguing documentary series WHY PLASTIC coming up partnering with major broadcasters like DR, BBC, ZDF/ ARTE etc.
3. Copywriting; writing copy for both digital and paper assets for The Why promotion and outreach.
4. Outreach; liaise with broadcasters, non-profits and other relevant organizations to support THE WHY campaigns to expand their reach.
5. Monitoring and Evaluation; collecting evidence of the impact of THE WHY's work from partners and including this in the organization's comms strategy.

Knowledge/Skills/ Experience

1. Excellent communication skills in English and Danish, both written and verbal.
2. Strong interpersonal skills, comfortable liaising with multiple stakeholders independently and proactively.
3. Experience and knowledge of SoMe; familiarity across all platforms.
4. Academic or working experience with news writing, journalism and press are strongly desirable.
5. Excellent attention to detail, particularly in terms of research.
6. Keeps up-to-date with international politics and human development goals (SDGs).
7. Good knowledge of documentary films and a strong interest in working in the industry.
8. Experience with excel, canvas and other relevant programs is desirable .

Application

The Internship takes place in central Copenhagen, at our offices in Gothersgade, situated above Cinemateket. The Internship is on a voluntary basis. The working period is preferably full time, starting mid-August 2021 and ending December 2021. For more information or to apply, please send your CV and a short Cover Letter to intern@thewhy.dk. The deadline for applying are **June 20**.

To combat unequal acces to information THE WHY produces & donates documentaries to underserved countries. For millions of people across the world, free, reliable information is simply not available.