



**LATIN  
AMERICA**



## **Internship Job Description**

### **Area: Communications World Fair Trade Organization Latin America (WFTO-LA)**

WFTO-LA is the Regional Chapter of World Fair Trade Organization (WFTO) working with the Fair Trade Organizations, members of WFTO in Latin America. WFTOLA has a vision of being recognized in the region as the valid speaker of organizations that promote fair trade and as a promoter of market access, based on the technical and entrepreneurial capacities of its members, as well as on the appreciation of cultural heritage.

WFTOLA's mission is to strengthen the capacities of advocacy, marketing and monitoring of its members and promote cooperative relations between them and with other social actors, in order to contribute to the improvement of the living conditions of small producers in Latin America, attending to the principles of Fair Trade

WFTOLA has 60 members in 14 countries, who have the principle of Fair Trade at the heart of their mission and at the core of what they do. Its membership represents the Fair Trade chain from production to sale, including producer co-operatives and associations, export marketing companies, importers, retailers, Fair Trade networks and support organizations. WFTOLA is governed by an elected Regional Board of seven members and maintains a small office in Aragua, Paraguay, to co-ordinate its activities.

WFTOLA currently has a vacancy for an enthusiastic and committed

#### **Social Media Intern (Virtual)**

An internship at the WFTO provides a first hand experience of working in a global network of Fair Trade Organizations. The intern will join an international team of online interns that will perform specific tasks for WFTO's social media. The intern will report directly to the social media team leader.

#### **Tasks and Responsibilities**

1. Work on small specific projects related to the regional campaigns
2. Work on small specific projects lead by the global office of WFTO.
3. Research relevant materials for WFTOLA's social media daily communications.
4. Develop/produce contents for social media (mainly for Facebook, Twitter, and Instagram) –with direct supervision of the Regional Coordinator.
5. Support the communications disseminated by the global office.
6. Propose ways to improve WFTO's social media channels.

#### **Requirements:**

- Fluency in spoken and written Spanish and English
- High awareness on Fair Trade and other social issues
- Good drafting skills in Spanish and English



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- Social Media enthusiast
- Hands-on and results-oriented.

### **Desired:**

- Understanding of and commitment to the philosophy of Fair Trade
- Experience in working in a multi-cultural setting.
- Has good understanding of current development issues
- Graphics Skills in Photoshop, Adobe Illustrator and other programs

### **Number of hours of work per week:**

Very flexible. Intern may choose preferred working hours and the number of hours depends on the intern's ability to deliver the number of posts per week. The number will be agreed with the social media team leader.

### **Location:**

Virtual. The intern may work from her/his place of residence.

### **Duration:**

Six months.

### **Remuneration**

This is an unpaid internship.

### **How to apply**

Send CV and cover letter (pdf only) explaining why you are interested in the position to [secretaria@wfto-la.org](mailto:secretaria@wfto-la.org) and state "Social media Intern (Virtual)" on the subject line.

