



EMBASSY OF DENMARK IN GHANA

COMMUNICATION AND PUBLIC DIPLOMACY INTERN GHANA/WEST AFRICA

This is an exciting time to be in West Africa. In a key global region of growth, Ghana has been a safe, stable democracy for the past 25 years, and both Nigeria and the Ivory Coast have recently had peaceful transitions of power following democratic elections.

As several countries in the region continue their journey towards middle-income status, traditional development cooperation is gradually being phased out and replaced by strategic partnerships focusing on political and commercial cooperation.

In this new environment, we must improve our communication and public diplomacy efforts. We need to upgrade our strategic communications work and make full use of online platforms including social media. This is where we need you.

You will work at the Embassy in Accra, Ghana (which is also side-accredited to the Ivory Coast), but will also assist the Embassy in Abuja and Consulate-General in Lagos, Nigeria and may to a lesser degree include the Danish Embassies in Burkina Faso and Mali.

The internship will provide you with:

- An insight into international diplomacy and Denmark's commercial, political and development partnerships in West Africa.
- Hands-on experience with strategic communication in an African environment.
- Dedicated colleagues ready to guide and involve you in their work.
- An opportunity that will match your capacity and challenge your aspirations.

Who are you?

To apply for an internship, it is a condition that you are:

- at your final year of an undergraduate degree; or
- on your last semester of your internship if you study journalism, or
- enrolled in a relevant master's programme in Denmark (e.g. in communication, journalism, marketing or political science);

Key qualifications:

- **You know about web-page editing, social media, editorial work and how to write an engaging story.** Having a good foundation for your core assignments will be key to make your work and stay as interesting as possible. Knowledge of SiteCore is a plus.
- **You have diplomatic skills.** You will work closely with stakeholders from different departments and embassies. And as part of the Embassy, you represent Denmark abroad. It is important that you have good interpersonal skills, can actively network internally and externally, seek out good stories, are a good listener and can make your points with both tact and tenacity.
- **You are curious and resilient.** You are excited about the possibility to live and work in Ghana and learn about West African culture, politics, business and people. This requires a lot from you in terms of open-mindedness and adaptability. Add to this that you will work at an Embassy where work can be

hectic and sometimes unpredictable. It is important that you are able to embrace these challenges in stride.

- **You get stuff done.** We have high expectations for your time here. We expect you to be comfortable meeting deadlines, delivering a product of high quality, and to chip in and help with the many tasks - from the mundane to the novel - that working at a Danish representation entails.

Good fundamental IT skills (including MS Office) and proficiency in Danish and English are also musts. French language skills and a good eye for graphic design are additional assets.

When?

The internship is six months. The period of the internship will be from 1 August 2017 to 31 January 2018.

Scope of your work

You will support the Embassy in Accra's, and our representations in West Africa, (primarily Nigeria's) work on communications and public diplomacy.

You should expect most of your work to relate to supporting the commercial activities. This includes editorial work, establishing and updating web-pages/social media and preparing posters and materials for commercial activities.

We expect you to write articles; help develop communication strategy, tone-of-voice and training for relevant staff and to establish contact and dialogue with national media in Ghana.

You are also expected to participate in practical tasks at the Embassy (e.g. arranging meetings, taking minutes or prepare travel). You may also be asked to participate in meetings and field trips in Ghana to programmes and projects.

You will refer to the Growth Counsellor at the Embassy in Accra, Ghana, but will also liaise closely with staff in the other representations, notably in Nigeria.

Allowance?

The Embassy provides a compensation of DKK 3,000 per month to support your expenditures for accommodation, food and transport.

How do you apply?

The application should be in English and include a description of how the internship is expected to contribute to the applicant's studies. CV and a copy of grade certificate should be attached. The application should be titled "Communication and Public Diplomacy Intern" and should be sent to: accamb@um.dk

Further information?

Questions can be addressed to Counsellor Nicolas Bastholm Roy-Bonde (nicroy@um.dk) or current intern Ida Suhr Birkemose (idabir@um.dk)

Deadline for applications is 28 February at 1200 Hrs (UTC)