



Job Title	Africa Writes 2021 Marketing Intern
Contract	4 months (July - October 2021). Suggested working pattern: - 2 days per week starting w/c 12 July - 2 days per week in September during Africa Writes 2021, plus 24 - 26 September - 2 days one week post-festival in October
Location	Online, The Royal African Society, 21 Russell Square, WC1B 5EA & the British Library (festival venue for 24 - 26 September)
Reporting to	Festival Producer and RAS Communications Manager
Total fee	£1,740 (£540 per month, plus £120 in October)
Closing date	Thursday 17 June 2021, 12pm (BST)

### **About Us**

[The Royal African Society](#) is a membership organisation that provides opportunities for people to connect, celebrate and engage critically with a wide range of topics and ideas about Africa today. Through our events, publications and digital channels we share insight, instigate debate and facilitate mutual understanding between the UK and Africa. We amplify African voices and interests in academia, business, politics, the arts and education, reaching a network of more than one million people globally.

Established in 2012 by the Royal African Society, [Africa Writes](#) has become the UK's leading platform celebrating the best contemporary African writing. Africa Writes delivers a wide-ranging programme, including *Africa Writes Young Voices* (our schools programme), book launches, panel discussions, performances, professional workshops, family activities and an international book fair. For 2021, the festival has adopted a blended model of online and in-person events exploring the themes of Imagination, Pleasure and Activism.

### **Internship overview**

We are looking for someone passionate about African literature and social media to join our small team in the lead up to the ninth edition of Africa Writes festival. The successful applicant will have the opportunity to learn what it takes to successfully market an event and to input their own creative ideas into the process.

The marketing intern will support the Festival Producer and RAS Communications Manager to deliver the festival marketing strategy across both print and digital channels, and will develop their skills in events marketing with a driven and experienced team. The intern will also have the chance to delve into the ideas and people that make up the festival – the featured writers and books – and transform this into engaging and exciting content to share on our website, newsletter and social media platforms.

### **Personal specification**

#### **Experience**

- Experience in reading and discussing a diverse range of literature E
- Experience in using social media for a campaign or organisation E
- Knowledge of using a range of social media platforms E
- Interest in visual arts / photography D



Experience of using online content management systems, e.g. WordPress D

### Skills and abilities

Ability to work to tight deadlines E  
Excellent written and verbal communications skills E  
Excellent organisational skills and attention to detail E  
Ability to work as part of a small team E  
Proficient standard IT skills (Word, Excel, Powerpoint, etc) E  
Ability to use Adobe Photoshop or equivalent D

### Personal qualities and attributes

Ability to be flexible and respond to changing priorities E  
Positive and adaptable approach to problem solving E  
Enthusiastic, self-motivated and outgoing E

\*E = Essential

\*D = Desirable

### Your Availability

This role requires a commitment of 2 days per week for 3 months, plus 2 days in October (29 days total) between the period w/c 12 July – w/c 11 October 2021, including 3 days of the festival weekend at the British Library on 24 - 26 September. The working days are flexible and will be negotiated to fit around the successful applicants' other work and commitments. As part of the role, the intern will attend two volunteer evening meetings, one at the end of August and one in mid-September.

### How to Apply

If this sounds like you, [complete this form](#) with your cover letter and then submit your CV to both Marcelle Akita and Caitlin Pearson at [royalafricansociety@gmail.com](mailto:royalafricansociety@gmail.com) by **Thursday 17 June 2021 at 12pm (BST)**.