



INTERNATIONAL INSTITUTE OF RURAL RECONSTRUCTION

Internship in Marketing, Advertising & Promotions

About IIRR

The International Institute of Rural Reconstruction is a training and research organization with a mandate to develop capacities of communities and development professionals through participatory rural development. This internship/volunteer program is one of the many approaches it applies in teaching and modeling the skills and appropriate behavior required for participatory rural development work not only in the office but also directly working in the communities.

Objectives

At the end of the internship program, the selected intern shall have:

1. skills in practical work situations,
2. tools and techniques in marketing and promoting social ventures, and
3. experience working within an international development organization.

IIRR has been celebrating its 50th year in 2010. An important theme for this year and moving forward is the reactivation of the volunteer and internship program which its founder Dr. YC James Yen started 60 years ago in Ting Hsien, China. We seek to build a corps of motivated, caring, development-minded professionals who will work in rural communities to make real change in the lives of the poor.

Internship Highlights:

The Yen Center Marketing internship program offers a unique educational opportunity by which students may obtain academic credits (when applicable) and at the same time acquire practical work experience and build their CV/resume. The program will provide focus on developing a marketing and communications plan, coordinating PR and Media Relations, and developing new and exciting promotions and advertising campaigns.

Internship Responsibilities:

1. Conceptualization of Marketing Promos
2. Designing of Promotional Events for Yen Center
3. Handling awareness campaigns and marketing initiatives such as email blasting, press releases, brochures, flyers, etc.

Internship Requirements:

- At least College level schooling, preferably a Marketing major or PR & Ad/Prom Major
- Excellent command of written and spoken English
- Currently enrolled in a 4 yr. academic institution. Preference will be given to students between junior and senior years
- Top grades or track record of success
- Significant coursework or experience in Ad & Promo/AVP/Multimedia
- Advanced experience using computers/internet platforms
- Those who can work well with a team and in a multi-cultural setting
- Filipino citizenship or legally approved to work in the Philippines and mastery of the language

Selection Process:

All candidates are expected to submit a completed application (BELOW) and a resume (curriculum vitae). The selection committee will review all applications and resumes and invite short-listed applicants for an interview.

Interns will be provided modest housing facilities at the Yen Center in Silang, Cavite and a small allowance to cover food costs.

Those interested may send an application (BELOW) and resume to:

Maita Alida C. Ordonez
HR Coordinator, IIRR
Maita.Ordonez@iirr.org

3. What have you or do you plan to contribute to the overall effectiveness of IIRR - Marketing, Ad & Promotions Internship/Volunteer Program?

Please E-mail completed application and resume to:

Maita Alida C. Ordonez
HR Coordinator, IIRR
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