

# AFS: Social Media & Events Officer

**Period of the project:** asap – August 2023

City: Mechelen

Activities and mission of the organization:

AFS Intercultural Programs is an international, voluntary, non-governmental, non-profit organization that provides intercultural learning opportunities to help people develop the knowledge, skills and understanding needed to create a more just and peaceful world.

Sector of the organization: education, intercultural learning, exchanges

Location of the project:

Mechelen is a small city, centrally located in Flanders between Brussels, Antwerp and Gent.

Office environment:

The staff consists of approx. 10 people, who support a very large group of local volunteers.

Project

The project consists of two components:

1. *AFS ambassador at schools, events and festivals*

AFS Interculturele Programma's presents its programs and projects of intercultural learning to high school students, young adults and families at schools, events and festivals in order to increase intercultural understanding and enhance world citizenship.

2. *Social media officer*

Every year, AFS Flanders sends 150 high school students and young adults abroad and hosts about 150 foreign students in Belgian homes. 900 local AFS volunteers make this happen: they recruit the students and families and support them throughout the whole exchange process. The marketing and communications team creates social media campaigns, provides promotional materials and internal communication materials for staff members, volunteers and students. As social media officer you feed the Instagram and Facebook account of the national office, create video's and support content writing on the website.

## TASKS

1. AFS Ambassador at schools, events, festivals and specific local AFS activities (30% - offline)

- The volunteer will assist the AFS Communications and Marketing Team (CMT) in the creation of promotion materials for events and festivals
- Makes an inventory of interesting events and festivals, local as well as national, relevant to AFS
- Builds up and hosts an interactive AFS exhibition stand at several events and festivals
- Invites local AFS volunteers to join her/him at hosting the exhibition stand
- Presents itself, together with local volunteers as an ambassador of AFS Interculturele Programma's to young people and families
- Providing and tracking promo equipment for the use of local events managed by AFS volunteers
- Participate in interesting local AFS activities with host families, local chapters, participants to make articles, videos etc.
- Participate in national activities to make articles, videos etc.

2. The volunteer will assist the AFS Marketing Team as a Social Media Officer in: (70% - online)

- Daily management of our national Instagram and Facebook account
- Activate our Tik Tok account
- Make SM plans
- Training and support of local social media volunteers
- The creation of online and offline promotion campaigns for the recruiting of new attending students and host families
- Creating attractive videos
- Creating a YouTube channel for AFS Vlaanderen
- Engaging volunteers in promotional campaigns
- Help with the knowledge management of all the communication info (for example: organizing pictures, video's)
- Make reports about SM with strategic analysis
- Create attractive posts, templates for online and offline communication (using CANVA or more professional design programs)

## WORK HOURS

When at the office (Mechelen, near train station): flexible work hours with start between 8 and 10 am and finish between 4 and 6 pm, with a 30 minutes lunch break

When on location: flexible, max. 11 hours/day

Also during evenings and weekends

Recuperation time can be taken within the week, after consultation with the mentor.

37,5h/week

## SKILLS

- Strong level of English, French and/or Dutch
- Strong motivation to learn Dutch
- Skilled in Indesign (or willing to learn), Photoshop, Wordpress, Excel, Canva
- Skilled in the use of social media
- Affinity with the target groups: high school students, young adults and working families
- Interested in intercultural learning
- Social, enthusiastic and friendly
- Hands-on mentality
- Has an international driving license type B

## BENEFIT FOR THE VOLUNTEER

- You get to know Belgium
- Visit several cities, universities, schools, events and festivals
- Enhance social and marketing skills
- Experience in a professional marketing team
- Contact with a diverse audience (high school students, young adults, working families, local volunteers, ...)
- Learn and improve a (new) language
- Work in an international organization
- Be part of an enthusiastic team of staff and volunteers
- Gain global competences
- Make the world more just and peaceful