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## **World YWCA – Digital Campaigns and Graphics Intern**

### **Terms of Reference for Paid Internship**

The World YWCA is looking for a feminist, creative, and solutions-driven Digital Campaigns and Graphics Intern (DCGI) to develop content to amplify the voices of young women and women across our movement. This **paid opportunity** is essential to ensuring that our advocacy, **upcoming campaigns**, and strategic engagements align with YWCA's values, **branding guidance, and initiatives**.

The intern will use creative storytelling through graphics and imagery, aligned with the World YWCA branding guide, for social media management to increase the external visibility of the global YWCA movement and the World YWCA Secretariat.

This internship is remote, with the person working directly with the Marketing and Communications Senior Specialist (MCSS). The duo will work closely to develop content, campaigns, and key messaging as outlined in the World YWCA's Strategic Framework 2024 -2027.

This opportunity is for disrupters and learners who are keen to have hands-on practice and learning in a highly dynamic global working team. The intern must also embrace the World YWCA's core values of equity, inclusion, and respect for intersectional diversity.

This is a 20-25-hour-per-week remote internship for individuals under 30. Leaders within the YWCA network are highly encouraged to apply. This paid internship will last six months, from October 2025 to March 2026.

### **About World YWCA**

The World YWCA aims to reach 100 million young women and girls and transform power structures to end gender inequality by 2035. Established in 1855, the World YWCA is the world's oldest women's movement. With member associations across continents, it works to fulfil human rights and make gender equality a reality.

The World YWCA is a learning organisation with recognised mentorship across generations, where 50% of the World Board members are aged 30 and under. The World YWCA aims to develop women and girls' leadership and collective power worldwide to achieve justice, peace, health, human dignity, freedom, and a sustainable environment for all people.

The World YWCA mobilises and connects millions of young women around transformational change and provides leadership opportunities worldwide. It also actively influences policies, regulations, and social and community norms that prevent women from realising their rights and leadership potential. The World YWCA has three strategic priorities:

- Management and governance excellence towards [Goal 2035](#)
- Strategic partnerships and communication towards Goal 2035
- Engagement and mobilisation of girls, young women, and women towards Goal 2035

### **Responsibilities and Scope:**

#### **Graphics and Content Development:**

- Work closely with the MCSS to create digital content for the World YWCA's social media platforms.
- Use digital content to express the World YWCA's brand and messaging
- Work with the MCSS and the wider World YWCA team to develop and co-create digital campaigns highlighting milestones, strategies, project updates, and organisational goals.
- Work with MCSS to update and manage the editorial and communications calendar.

#### **Social Media and Digital Campaigns:**

Support day-to-day management of World YWCA's social media channels, including creating and scheduling content; monitoring content engagement; leading community engagement, and engaging with partner content and emerging issues on social media, especially during the period of global campaigns like Week Without Violence, 16 Days of Activism, etc.

- Help align branding and messaging across World YWCA's social media channels, websites, and newsletters.

#### **Websites:**

- Manage and update website content, including copy, graphics, and animations.
- Help inform the design of new websites, mobile apps, and other digital tools.

#### **Qualifications, Skills, Education, and Knowledge:**

- 2-4 years of relevant work experience; prior experience in digital/social media required.
- Expertise in analytics platforms such as Google Analytics, Sprout Social, etc.

- Strong social-specific writing skills, including translating in-depth stories or complicated data into shareable social posts and headlines.
- Experience with Website CMS.
- Experience with newsletter platforms.
- Experience with design on Canva is a must.
- Knowledge of AI, especially the ethical use of AI, is an added advantage.
- Visual media experience (photography, videography) and visual media recording and editing skills are a plus.
- Strong organisational skills with the ability to manage and prioritise multiple tasks simultaneously while meeting tight deadlines.
- Must be collaborative, proactive, and detail-oriented.
- Ability to apply strategic and creative thinking, while being persistent, motivated, proactive, and detail-oriented.
- A collaborative and creative spirit, and the ability to work with colleagues across the organisation.
- Ability to travel, as and when required.

### **Engagement Terms:**

Location: Remote

Contract Type: Consultant mandate (six-month, starting October 15, 2025), deliverables-based, renewable based on performance and funding.

Consultants must have the right to work remotely in their country of operations. The World YWCA is formally incorporated in Geneva, Switzerland.

Compensation Range: USD 1000 per month (inclusive of tax and dependent on location)

### **Work Environment:**

This mandate will be part of a global, remote team that works during various time zones. Teaming in the remote World YWCA environment requires engagement via email, a secondary texting software platform, an internal community social platform, and audio-visual platforms. This role requires flexibility in balancing availability to deliver on the mandate. All team members are expected to constantly enhance their cross-cultural communication skills, awareness of cross-cultural barriers and opportunities, and a conscientious approach to what it takes for a team to thrive in a remote, global, cross-cultural team setting.

### **How to Apply**

Interested candidates are invited to submit:

- A CV in English.
- A motivation letter (maximum two pages or in an efficient, creative format) highlighting how your skills and experience align with the role.
- Three references (contacted at the final recruitment stage).

Applications must be sent to [hresources@worldywca.org](mailto:hresources@worldywca.org) by 24 September 2025, with "WYWCA-DCGI/+Your Surname" in the subject line.